



How to Start a Nonprofit Organization Checklist

1. **Decide on the type of nonprofit organization you want to open.**
 - a. Identify a social need or problem you'd like to address.
 - b. Determine whether your NPO would positively contribute towards this issue.
 - c. Find out if there are existing NPOs addressing the same problem.
 - d. Attract like-minded people to work with.
 - e. Create a mission statement.
2. **Write a business plan.**
 - a. Executive summary.
 - b. Business description.
 - c. Market analysis.
 - d. Organization management.
 - e. Sales strategy.
 - f. Funding needs.
 - g. Financial projections.
3. **Secure financing.**
 - a. Determine the many possible ways your NPO will generate money.
 - b. Consider charging fees for services and products, soliciting private contributions and donations, and applying for government grants.
4. **Choose a name.**
 - a. Choose a name that aligns with your brand and mission statement.
 - b. Check your name's availability.
 - c. Reserve your corporate name.

5. Recruit your board.

- a. Recruit members who have the right blend of skills and experience.
- b. Recruit members with access to financial resources.
- c. Recruit members with management, legal, or marketing expertise.
- d. Recruit members with access to community networks.

6. Incorporate your nonprofit organization.

- a. Choose your legal structure.
- b. Register with your state.
- c. Apply for nonprofit tax-exempt status.
- d. Obtain necessary licenses and permits.

7. Identify premises for your NPO's headquarters.

- a. Consider the cheapest options available.
- b. Contact organizations that donate office equipment and furniture to nonprofits.
- c. Determine if you really need a space.
- d. Calculate costs.
 - i. Find out what's in your budget.
 - ii. Total utilities.
 - iii. Total technology costs.
 - iv. Total rent and maintenance.
- e. Shop around.

8. Hire employees.

- a. Write a job description.
- b. Post on a job board.
- c. Review applications and resumes.
- d. Interview candidates.
- e. Check references.
- f. Send a job offer.
- g. Fill out the mandatory IRS forms.
- h. Invest in the right technology.

9. Brand and advertise.

a. Craft your brand.

i. Write an elevator pitch.

ii. Find out who your customers are.

iii. Decide what kind of brand personality you want to have.

iv. Determine what you want people to associate your brand with.

b. Connect with customers through advertising.

i. Set up email marketing software.

ii. Set up SMS marketing software.

iii. Create social media accounts for your business.