



Mission to Impact: A Two-Phase Checklist for Nonprofit Founders

PHASE 1: FORMATION

Needs Assessment

- Research and identify the specific social or community needs your nonprofit will address.
- Research existing organizations working in the same domain and their impact.

Choose a Name and Legal Structure

- Select a unique and memorable name for your nonprofit.
- Decide on the legal structure (e.g., 501(c)(3) in the U.S.) that best suits your organization's goals.

Form a Board of Directors

- Recruit individuals who are passionate about your cause and bring diverse skills and expertise.
- Define their roles and responsibilities, and ensure they understand their fiduciary duties.

Draft Bylaws

- Create a set of bylaws that outline your nonprofit's governance and operational framework.

Register Your Nonprofit

- Complete the necessary paperwork and file for nonprofit status with the appropriate government agency.
- Obtain any required licenses and permits.

Set Up Financial Systems

- Open a separate bank account for the nonprofit.
- Implement accounting and financial tracking systems to maintain transparency.

Comply with Legal and Tax Requirements

- Understand the reporting and compliance obligations for your nonprofit's legal status.
- Keep track of deadlines for tax filings, annual reports, and other regulatory requirements.

Secure Insurance Coverage

- Obtain necessary insurance coverage, such as liability insurance, to protect your organization.

Ensure Data Privacy and Security

- Establish data protection protocols and comply with relevant privacy laws.

PHASE 2: STRATEGIC DEVELOPMENT

Mission and Vision

- Clearly articulate the purpose of your nonprofit and the impact you aim to achieve.
- Develop a compelling mission and vision statement that conveys your organization's goals.

Create a “Business” Plan:

- Outline your nonprofit's objectives, target audience, programs, and services.
- Establish a budget

Develop a Fundraising Strategy

- Identify potential funding sources, such as grants, donations, events, and sponsorships.
- Establish a donor outreach and stewardship plan.

Create a Marketing and Communications Plan

- Develop a brand identity for your nonprofit, including a logo and website.
- Craft a communication strategy to engage supporters, donors, and the community.

Establish Evaluation and Impact Measurement

- Define metrics to assess your organization's progress toward its mission.
- Regularly evaluate your programs and services to ensure they are effective.