

Core Work

PARTNERS

Which partners help you do your work?

RAISING AWARENESS

How will your beneficiaries know about your work and what you offer?  
How will you reach out to potential donors or volunteers?  
How will the general public find out about your work and mission?

ACTIVITIES

What activities do you do?  
What resources do you own?

Social Mission

What difference are you making?  
How do you or could you measure the social impact of what your are doing?

The Scene

BENEFICIARIES AND CUSTOMERS

Who are the people that benefit from your work?  
If you sell a product or service to support yourself, who are your customers?

THE BIG PICTURE

What are the economic, social, and technological changes taking place that affect your market now and in the future?

OTHER ACTORS

Who else is working on the same topic?  
Why are you different?

Finance

MONEY GOING OUT

What are the costs of your activities, including all administration?

MONEY COMING IN

How will you find funds to support your work?  
Which donors support you now or might support you in the future?

