# Chapter 7 Web Resources

**Business Planning for Nonprofits**

<http://www.managementhelp.org/businessplanning/index.htm>

This article on business planning for nonprofits by Rolfe Larson in the Free Management Library includes a business plan template.

**Community Resource Exchange**

<http://www.crenyc.org/resources_for_nonprofits>

Based in New York where it works with some 300 community-based nonprofit organizations, Community Resource Exchange also shares helpful publications and blogs in the “Resources for Nonprofits” portion of its website. These include works about leadership, innovation, planning, and trends.

**Data-Driven Decision Making**

<http://www.nten.org/article/introducing-a-new-nten-workbook-getting-started-with-data-driven-decision-making>

<http://www.nten.org/article/workbook-data-driven-decision-making-exploring-outcomes-indicators>

Although many are talking about the importance of using data to guide decision-making in both the nonprofit world and the business world, not all nonprofits know how to get started with using their data. Nonprofit Technology Network offers several workbooks to help nonprofits with this potential approach to planning. We include links to two workbooks above.

**Data Sources**

<http://www.census.gov>

<http://www.foundationcenter.org/gainknowledge>

<http://www.philanthropynewsdigest.org>

Each nonprofit area has its own research sources. Some sites with a range of information include the U.S. Census Bureau, the Foundation Center website’s “Gain Knowledge” feature; and *Philanthropy News Digest.*

**Design Thinking**

<http://dschool.stanford.edu/dgift>

d.School: Institute of Design at Stanford offers a free, virtual crash course in design thinking.

**Facility and Financial Planning Assistance**

<http://www.nonprofitfinancefund.org>

The Nonprofit Finance Fund provides nationwide assistance for nonprofits that have growth capital, facility planning, and financing needs. In particular, we recommend the planning guides in the “Tools and Resources” section of the website. Here are a few titles related to facility planning:

* “Before You Begin, What is a Facility Project?”

<http://www.nonprofitfinancefund.org/research-resources/you-begin-what-facility-project>

* “Deciding on a Facility Project”

<http://www.nonprofitfinancefund.org/research-resources/deciding-facility-project>

* “Moving: Nonprofit Office Relocation Guide”

<http://www.nonprofitfinancefund.org/research-resources/moving-nonprofit-office-relocation-guide>

* “Pitfalls and Dangers to Avoid During Facilities Projects”

<http://www.nonprofitfinancefund.org/research-resources/pitfalls-and-dangers-avoid>

**How to Do Planning**

<http://www.managementhelp.org/planning/index.htm>

The Free Management Library offers a cluster of materials about planning, including an overview of typical processes and definitions of terms.

**How to Create the Matrix Map**

<http://www.blueavocado.org/content/matrix-map-approach-part-one-how-create-matrix-map>

<http://www.blueavocado.org/content/matrix-map-part-ii-strategic-imperatives>

<http://www.spectrumnonprofit.com/matrixmap.pdf>

Above are links to a two-part article that appears in the free online journal *Blue Avocado,* as well as a simple presentation of the matrix map by Steve Zimmerman of Spectrum Nonprofit Services.

**An Introduction to Fundraising Planning**

<http://www.grantspace.org/training/self-paced-training/introduction-to-fundraising-planning-webinar>

The Foundation Center’s classes, webinars, and podcasts address more than just finding grant support. This brief webinar offers an overview of its class that introduces planning for fundraising.

**Program Planning**

<http://literacy.kent.edu/Oasis/grants/overviewprogplan.html>

Resources by Carter McNamara about program planning.

**Resiliency Guide**

<http://www.sdbjrfoundation.org/resiliency>

A nonprofit organization’s ability to adapt to change often depends on its having a good plan. The S.D. Bechtel, Jr. Foundation’s free “Resiliency Guide” outlines seven factors that contribute to nonprofit resilience.

**Sample Strategic Plan**

<http://www.counterpulse.org/about-us/strategic-plan-2012-2015>

This strategic plan contains clear strategies and matches the character of the organization (rather than being vaguely aspirational).

**Scenario Planning: An Introduction**

http://www.mwcog.org/uploads/committee-documents/aV5eWFtX20080731094534.pdf

The Monitor Institute’s 14-page, free PDF provides a helpful, readable overview of scenario planning.

**Scenario Planning**

<http://www.monitorinstitute.com/downloads/what-we-think/what-if/What_If.pdf>

A downloadable PDF guide to scenario thinking for nonprofit organizations, developed by the Global Business Network for leaders of nonprofits and foundations and published by the Monitor Institute.

**Ten Keys to Successful Strategic Planning for Nonprofit and Foundation Leaders**

<http://www.tccgrp.com/pdfs/per_brief_tenkeys.pdf>

A PDF brochure from TCC Group about nonprofit planning.