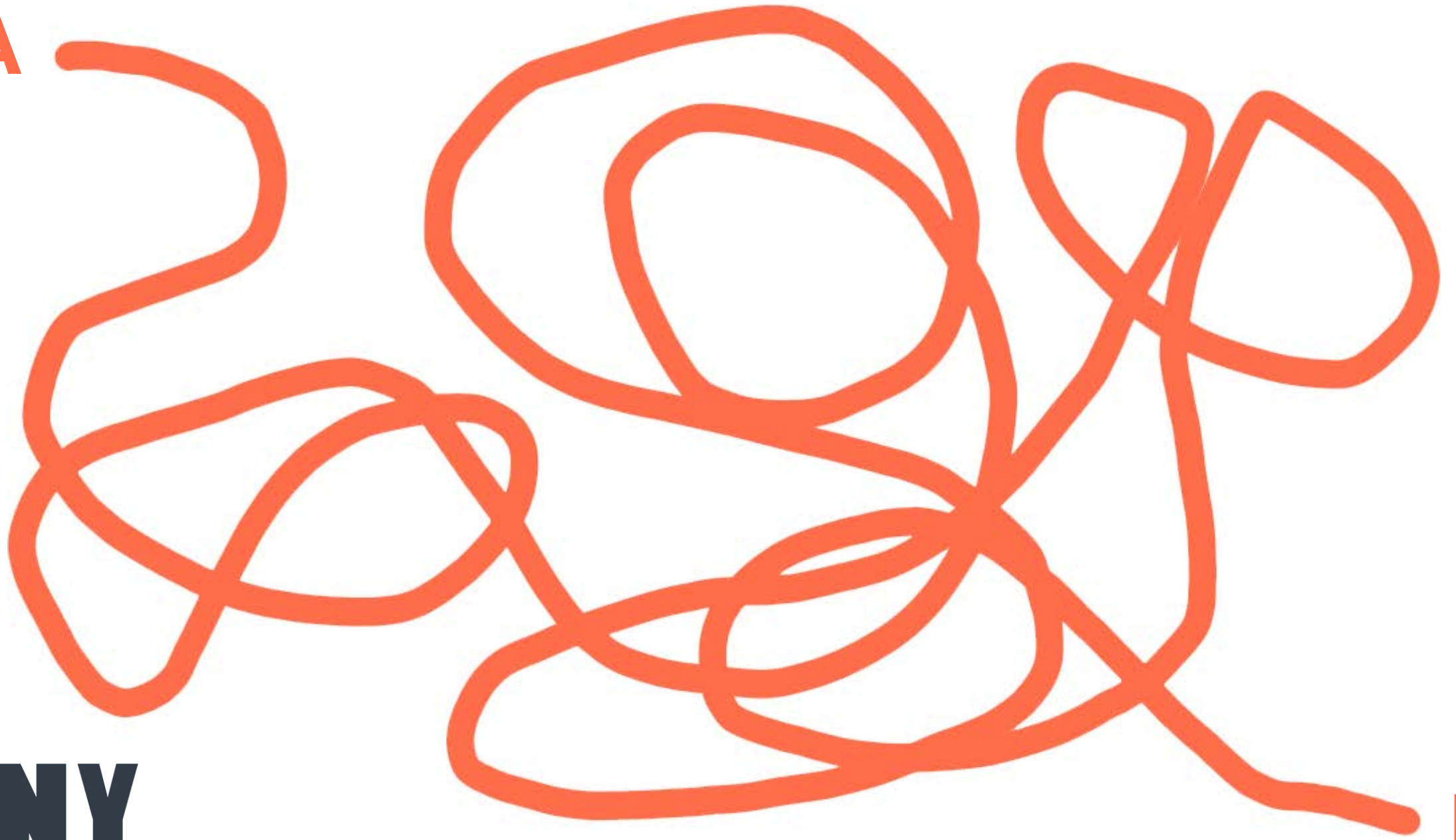


TINY

OPERA  HOUSE

A



B

The Basics & Strategy of Running a Small Nonprofit

[Origin story]

[Soap box]

Part I: The Basics

Tier I Basics

Tier I Basics:

Minimum requirements to operate

Tier I Basics

Tier I Basics

Legal entity with federal nonprofit status

Tier I Basics

Legal entity with federal nonprofit status
EIN – Employer Identification Number

Tier I Basics

Legal entity with federal nonprofit status

EIN – Employer Identification Number

Local registrations to operate nonprofit

Tier I Basics

Legal entity with federal nonprofit status

EIN – Employer Identification Number

Local registrations to operate nonprofit

Bank account

Tier I Basics

Legal entity with federal nonprofit status

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Local registrations to operate nonprofit

Bank account

Sometimes insurance

Tier I Basics

Legal entity with federal nonprofit status

Tier I Basics

Legal entity with federal nonprofit status

Registered with your state to create org

Filed with IRS to get nonprofit status

Tier I Basics

EIN – Employer Identification Number

Tier I Basics

EIN – Employer Identification Number

Online application with IRS

Used as general registration number

Need even if you don't have employees

Tier I Basics

Local registrations to operate nonprofit

Tier I Basics

Local registrations to operate nonprofit

Separate registration requirements by state

State tax exemption & solicitation registration

City / county business tax

**If you're operating in more than one state,
you may have to file in each**

Tier I Basics

Bank account

Tier I Basics

Bank account

**Major brand with free checking,
or relationship building account with local
community bank**

Tier I Basics

Sometimes insurance

Tier I Basics

Sometimes insurance

Depends on what you're doing and your board
All the time insurance vs event specific
General / professional / directors and officers

Tier II Basics

Tier II Basics: **How to look like you're a real nonprofit**

Tier II Basics

Tier II Basics

Website

Tier II Basics

Website
Phone number

Tier II Basics

Website

Phone number

Office location

Tier II Basics

Website

Phone number

Office location

Logo & business card

Tier II Basics Website

Tier II Basics Website

**More info available at tinyoperahouse.com!
All in one packages – Squarespace, etc**

Tier II Basics

Phone number

Tier II Basics

Phone number

Personal or separate cell phone

Google voice

Don't really need fax

Tier II Basics

Office location

Tier II Basics

Office location

Do you really need an office?

Tier II Basics

Office location

Cohabitate with other aligned orgs

Coworking options

Mailbox only solutions

Tier II Basics

Logo & business card

Tier II Basics

Logo & business card

Come to our branding workshop May 10!
Or check out our Branding Guide online.

Logo & color palate generators
Vistaprint, moo, etc

Part II: Strategic Planning for New and Small Orgs

What is a strategic plan?

and do I really need one?

Benefits of having a strategy

Easier communication with supporters

Build better and quicker partnerships

Avoid mission drift

Know what you should be doing with your time

Strategic advantage of being small

Mission vs Strategic Plan

Mission – what you do

Strategic plan – how you do it over time

**A great, focused mission statement can be
it's own mini strategic plan**

To provide a quality education for all kids

To provide a quality education for all kids

Vs

To provide science and literature after school education to 3rd and 4th grade students in the Columbus, Ohio school district

To provide a quality education for all kids

Vs

What

Who

Where

When

To provide science and literature after school education to 3rd and 4th grade students in the Columbus, Ohio school district

Three approaches to planning

Innovation Cycle

Try something
See if it works
Adjust as necessary

And document everything

Everything.

**Even if you don't know what you're going to
do with it yet.**

**Photos, videos, testimonials, financial info,
attendance numbers, website traffic, social
media, demographics, execution time, etc**

Because at this point you may not know what works yet, and the info you capture will help you figure that out

Mission Matrix

Mission Matrix

What are we trying to do?

And for whom?

Our mission is to provide

After school
science

After school
literature

3rd graders in
Columbus

4th graders in
Columbus

Business model canvas

Key Partners

Key Activities

Value Propositions

Customer Relationships

Customer Segments

Key Resources

Channels

Cost Structures

Revenue Streams

Customer Segments

Customer Segments

- *Who are your customers?*
- *Who are your serving?*
- *And who is paying for it?*

Customer Segments

- **Who are your customers?**
- **Who are you serving?**
- **And who is paying for it?**

Value Propositions

Customer Segments

- Who are your customers?
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Value Propositions

Customer Segments

- Who are your customers?
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- *How does your org providing value to each of your customer segments?*
- *How is your value add different?*
- *What makes your org in a unique position to provide this value?*

Value Propositions

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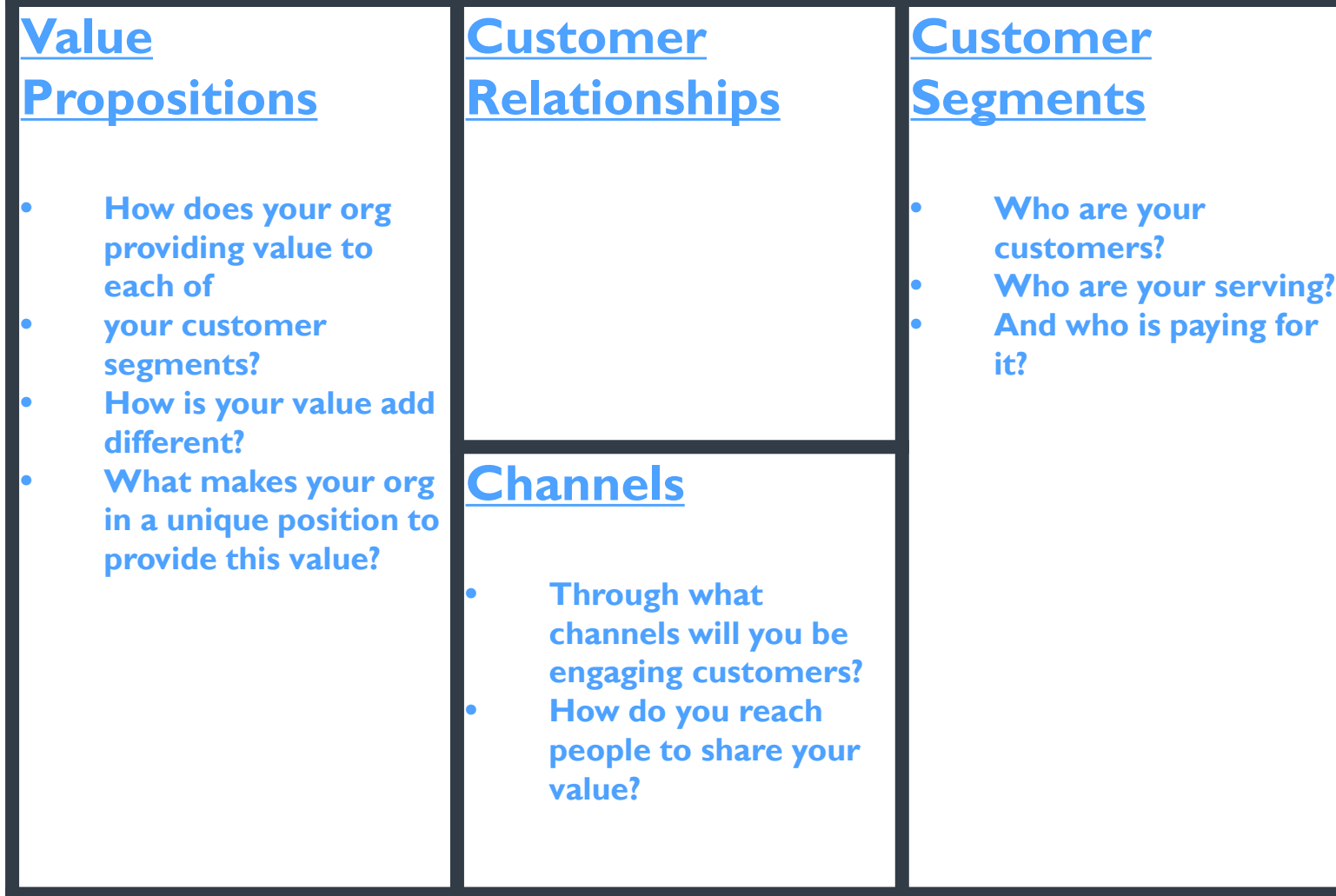
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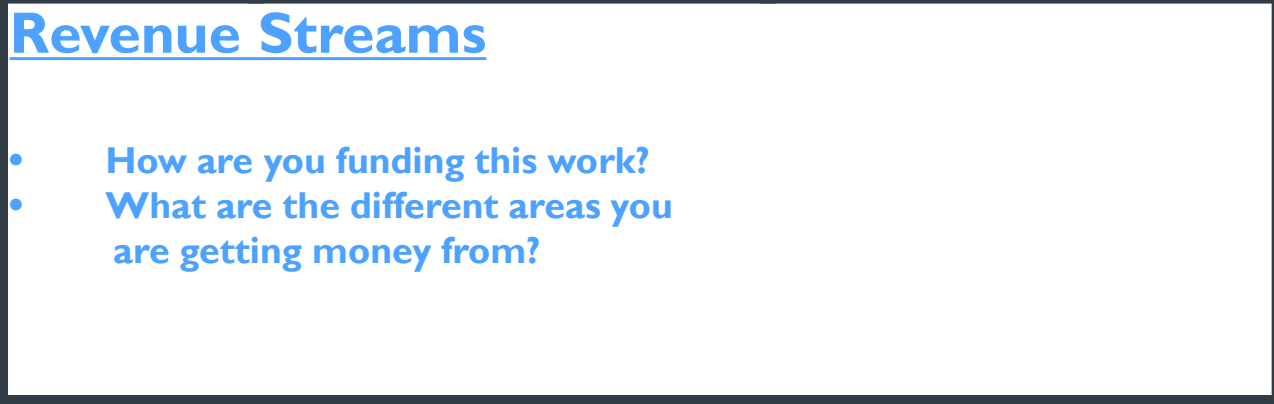
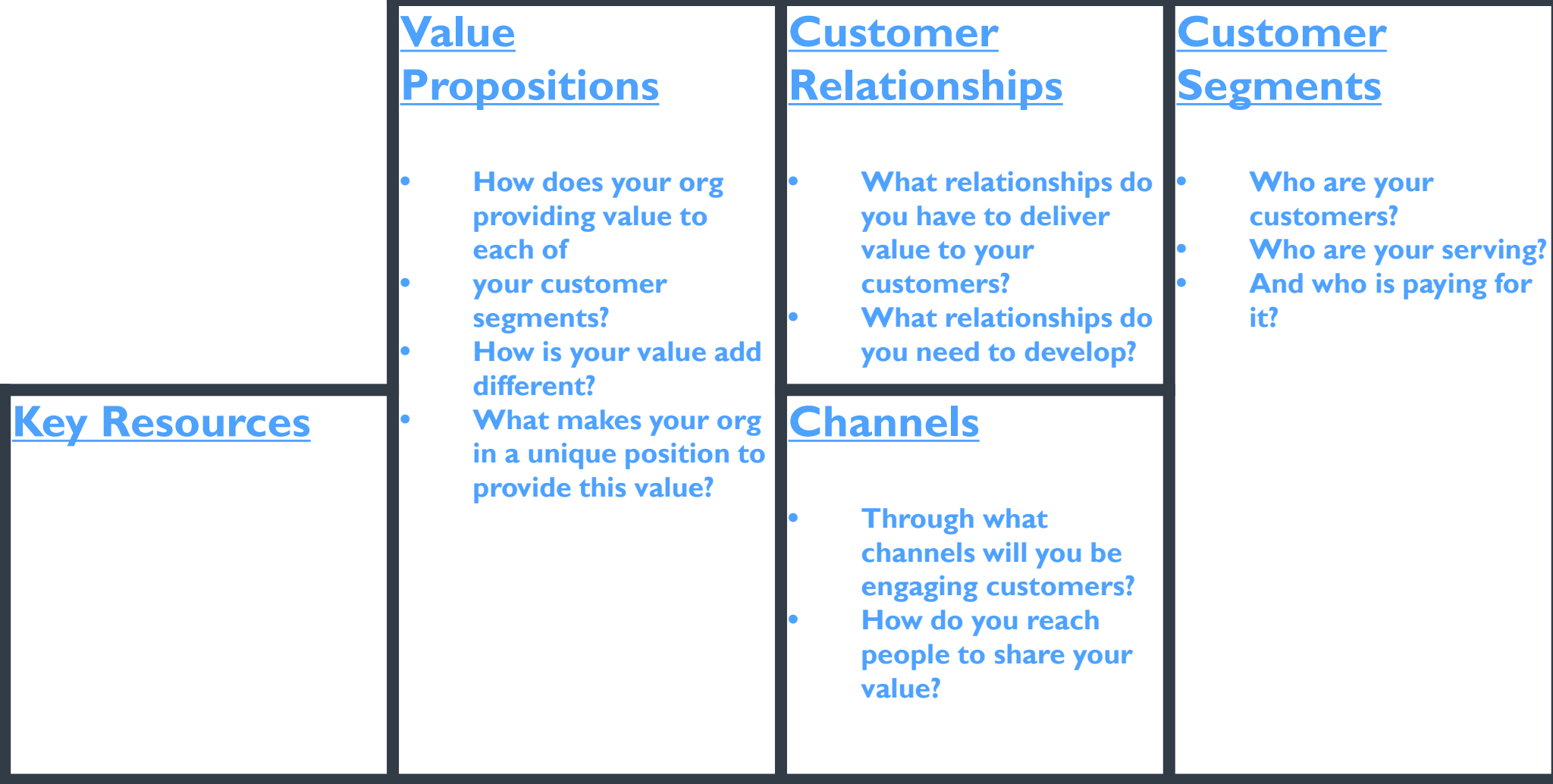
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- *What resources do you have that will help you execute?*
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- ***What does org specifically do to achieve impact?***

Key Activities

- **What does org specifically do to achieve impact?**

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- *What partnerships with other orgs or other individuals will help you achieve impact?*

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Cost Structures

- *What will you spend your money on to serve your customers?*

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Revenue Streams

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Thoughts on defining success

Thoughts on defining success for your organization and yourself

How

TINY
OPERA  HOUSE

Can Help

Webinars and workshops like this!

Office hours and consultations

**Tiny Opera House Platform –
The easiest and cheapest way to capture
and communicate financial information**

Small and startup nonprofit forum

Questions?

Thank you!

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