

Elements Comprising A Commercial Corporation's Sales Plan  
&  
A Non-Profit Organization's Fund-Raising Plan

**Commercial Business**

• **Mission:** "To Serve The Market"  
(To Provide Something Of Value And At The Best Price In The Marketplace)

- Long-Range Strategic Plan
- Strong Leadership
- Sales & Marketing Plan
- Budget
- Sales Quota
- Quality Product Or Service
- Market Area
- Sale Duration
- Sales Person
- Sales Force
- Sales Manager
- Customers
- Fees - Charges - ("Price Tags")
- Sales Presentations
- Advertising & Promotion
- Sales Meetings
- Customer Service
- Competition

• **"Bottom Line" Driven**  
--- Results based on a goal to provide profit and return on investment for shareholders. (Easy to measure.)

**Non-Profit Organization**

• **Mission:** "For The Public Good"  
(To Provide Something Of Value In Life)

- Same
- Same
- Fund Development Plan
- Same
- Fund-Raising Goal
- Same
- Constituency
- Timeline
- Volunteer Solicitor
- Campaign Committee
- Staff Development Professional
- Donors
- Suggested Asking Amounts
- Solicitations - Proposals
- Case For Support
- Progress And Tracking Meetings
- Stewardship - Cultivation
- Same

• **"Bottom Line Not Driven**  
--- Results based on a goal to provide a positive difference in the quality of life (Hard, mostly impossible to measure.)

Note: Members of non-profit boards all too often see themselves as the same as board members of large corporations, where they often have large staffs who do all the home work and provide all the marketing and sales effort, while they (the board members), sit back, judge the results, and make the strategic decisions based on the staff presentations and effort. Non-profit board members must be educated to know the difference between that role and their role on the for-profit corporate board.