



Venture Forth!: The Essential Guide to Starting a Moneymaking Business in Your Nonprofit Organization

Rolfe Larson

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How to find, test, and launch a successful nonprofit venture Venture Forth! The Essential Guide to Starting a Moneymaking Business in Your Nonprofit Organization is the most complete step-by-step guide on the topic. Building on the experience of many organizations, this handbook gives you a time-tested approach for finding, testing, and launching a successful nonprofit business venture. Whether your organization is large or small, the book's seven steps guide you through the entire process—from idea to complete business plan. Examples, tips, timelines, and reproducible worksheets help you assess the strengths and weaknesses of venture ideas to find the most promising ones; determine which ideas fit your mission, resources, and skills; make solid decisions based on data rather than impressions; prepare a complete—and reassuring—financial analysis showing your breakeven point and future profitability; write a compelling, detailed business plan and get it approved; and get ready to start the new business! Nonprofits with established ventures will find these steps useful for evaluating, expanding, or improving their business. Even if you don't intend to earn a dime in venture income, you can use the book's process to improve the financial health of your current programs. Lower your risk and increase your chance of success with Venture Forth! and start generating earned-income while reducing your dependence on grants.

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