**Introduction**

The YMCA Business Planning Program (BPP) offers a client-driven business planning service. The client(s) can expect to receive individualized support from the Program’s Business Consultant throughout this process. This means that it is the role of the client to write, collect, store, and organize all relevant information surrounding the development of their business plan. It is the role of the Consultant to provide guidance, mentorship, reviewing of documents, referrals to professionals, government, funding and community resources, and support navigating relationships with these resources.

Included in this series of documents you will find the Program’s:

* Participant Agreement (Please sign and return to your Business Consultant).
* Business Plan Descriptive Template. This is a description of how to approach writing the sections and sub-sections of a business plan.
* Question and Answer Template. This brings together the initial framework and information for your business plan and identifies what you still need to collect/consider.
* Question Document Support Checklist.
* Social Media Promotion Template. Filling this out allows us to promote your business on social media (\*Optional).
* Resource Document and Contact List. This is a list of professional, government, and support organization contacts and resources that may assist through this process.
* Sample Templates. These are examples of how you could organize and present your start-up and operation costs and Promotion Schedule.

Please note, this document must serve many entrepreneurs with various business ideas. Because of this, it is realistic to expect your finished business plan to require additions and/or formatting changes compared to what is suggested. Your business plan will be based on your specific business idea, needs, and audience.

Please feel free to take from this resource what you need when you need it. You don't need to read this document cover to cover, however familiarizing yourself with it will be beneficial. I am looking forward to supporting you through this process.

Thank you,

Ted Cadigan

Senior Business Consultant, YMCA Business Planning Program