

Introductory Elements

The introductory elements of the plan include the Executive Summary, a contact page and the table of contents.

We suggest you develop this piece last due to the summary nature of the Executive Summary content.

CTC Contact Page

The Business Plan Template has been designed to provide a Contact Page specific for your CTC.

It is the first page of the template, directly behind the cover. Enter your organization name and the contact information in the appropriate fields. If you have a logo, insert that graphic on the lower right portion of the page. If you do not have a logo, remove the text placeholder.

This information will be helpful for anyone who is reading or reviewing your plan, such as potential funders, so they will have a contact person for questions and comments.

Table of Contents

The structure of the Table of Contents and the main headings are already in place. Once you have completed your business plan, you will need to return to the Table of Contents section of the template and enter the appropriate page numbers for each topic.

Executive Summary

The Executive Summary is the last piece of the main business plan to be written. It is intended to “summarize” all the plans and goals you have developed along the way. When a reader sees the Executive Summary it should look and read more like a letter that explains, at a high-level, the overall goals of your CTC and briefly how you intend to reach them. **Do not** explain the plan in great length. If the reader wants more detail, he or she can read the content of the document.



BullsEye

The Executive Summary should be just what the name implies...a summary. In this context the word Executive implies that the reader may not be interested in understanding all the detail you have included in your plan, but wants to understand your plan from a high level perspective. You want to summarize what your CTC is trying to accomplish, how you intend to accomplish your goals, etc.

Take the overall message from each section you have written and summarize it for the reader.

Move to Action

Use a blank word document to create a rough draft of the Executive Summary. Allow others to provide input to make sure you have captured the most important aspects of the plan and managed to remain brief in your writing. Remember, an Executive Summary should only be 1-2 pages in total length. Once you have the letter completed, turn to your Business Plan Template and write the ***Executive Summary*** portion of your plan.