



**Victoria Jones**

Executive Vice President and  
Fundraising Practice Leader, Principal  
Development Guild/DDI

[Read Bio>>](#)



**Jeanne Armocida**

Vice President of Development  
The Home for Little Wanderers

[Read Bio>>](#)



**Sophia Monaghan**

Vice President, Development &  
Campaign  
Boston Children's Hospital Trust

[Read Bio>>](#)



**Ellie Starr**

Senior Vice President, Advancement  
Museum of Science, Boston

[Read Bio>>](#)

## Yes, You Need a Business Plan!

Topic: Leadership/Management (LM)

Business plans are increasingly in demand by the CEOs of nonprofit organizations. In addition to addressing "where are we trying to go and why," these plans help us define who will get us there,

in what timeframe, and with what resources. More and more, this business planning approach is helping development teams win the argument for staffing, technology, increased engagement by senior staff leaders and volunteers, and other important conditions for success. Further, done well, a business plan can help you rally attention to the variables that impact your plan - like the economy, leadership and other staff transition, or donor temperament. Join CDOs who have successfully used business planning to build strength in their fundraising programs and win the respect of their boss and board.