

Doll Dynasty Non-Profit Dance Team-Business Plan

- **Executive Summary**

Mission Statement:

Doll Dynasty empowers youth through dance by providing mentorship, skill development, and performance opportunities that foster discipline, creativity, and community engagement.

Vision Statement:

To inspire and nurture the next generation of leaders and artists by creating a safe, inclusive, and enriching dance environment for all youth.

Objectives:

- Enroll 30+ youth participants annually.
- Host 3+ community performances/events per year.
- Secure sustainable funding through grants, donations, and partnerships.

- **Organization Overview**

Legal Structure: 501(c) (3) nonprofit

Founded:2023

Location: Century, Florida

Target Audience: Youth ages 4-18, especially those from underserved communities.

Core Programs:

- Dance Classes (Majorette, Praise Dance, Jazz, etc.)
- Leadership & Life Skills Workshops
- Performance and Competition Team
- Community Engagement Initiatives

- **Market Analysis**

Need Statement:

Many youths lack access to affordable after-school activities. Dance provides an outlet for expression, fitness, and emotional growth.

Target Demographic:

Families with children aged 4-18, particularly in low-income or underserved neighborhoods.

Competitive Advantage:

Doll Dynasty offers mentorships, character-building programs, and a focus on both performance and personal development.

- **Marketing & Outreach Strategy**

- Social media campaigns (Instagram, Facebook, TikTok)
- Partnerships with local schools and community centers
- Flyers, local events, and parent referrals
- Annual showcase to attract sponsors and participants

- **Operations Plan**

Staff:

- Executive Director
- Artistic Director/ Head Coach
- Volunteer Instructors/ Mentors
- Administrative Assistant

Facilities:

Partner with community centers or lease studio space.

Schedule:

- Weekly classes and rehearsals
- Monthly workshops
- Seasonal performances and competitions

- **Financial Plan**

Startup Costs (estimated):

- Studio rental: \$150
- Costumes/Uniforms: \$75
- Equipment & props: \$45
- Marketing & outreach: \$25

Annual Operating Budget (estimates):

- Staff stipends: \$250
- Insurance: \$1500
- Transportation for events: \$1500
- Programs supply: 50

Revenue Sources:

- Grants (local arts and youth development}
- Donations (individuals and Businesses)
- Fundraisers (car washes, dance-a-thons, showcases)
- Membership fees (sliding scale}

Sustainability Plan

- Apply for 3-5 grants annually
- Establish recurring donor base
- Form a board of directors with fundraising and community ties
- Develop sponsorship packages for local businesses

8. Impact Measurement

- Track student attendance and retention
- Parent/student feedback surveys
- Performance assessments and milestones
- Success stories shared on media platforms