

Perfect 2-sider template for funders who ask for short information

Summary: 15% (Like with an essay – write this last)

Introduction: 15%

- Your introduction in their words (if they've got a website even easier, but think about their vocabulary, their line of work, their values etc)
- What are their objectives both generally and for the year ahead – you'll know this from cultivation
- What are the three things? Think of a toothpaste ad (clean, fresh, will get you a girlfriend)
- The three books (Guinness book of records (your top killer stats), and then bible (our values), who's who (any celebrity endorsements or important players in the sector who support you etc – use quotes!)
- The ask

The problem 20%

- We're in a mess
- Big problem – single issue
 - Concrete
 - Human
 - Solvable
 - Urgent
 - Relevant
- Smaller problems (make problems commensurate with your proposed solution) – the wider issues
- There's some good practice BUT

Solution 30%

- How you can solve the problems you note above in such a way (prepare by writing problem and solution link-ups in a separate place).
- The work you're actually going to do
- How this speaks to the objectives of the individual

About you: 10%

- Our background
- The organisation (size, started when, location, legal entity)
- Impact – statistics and proof of concept (make this really important – make it clear what their investment is when they're making a donation.
- The people

Budget: 10%

- Broad top line clusters
- Must add up
- Include information on how much you're asking for, who else we're pitching to for additional funding