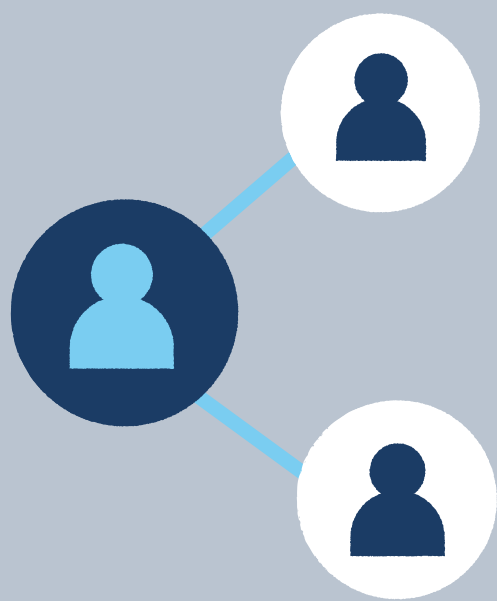


WHAT IS A PROJECT PROSPECTUS?

And when do I need one?

A FUNDRAISING TOOL

A Project Prospectus **succinctly summarizes** a grantee, their mission/goals for change, benefits to the community they serve, performance measures, and near-term objectives.

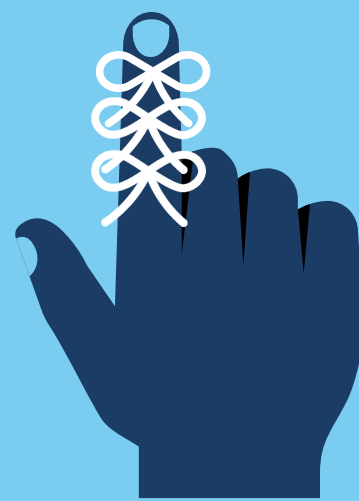


A MARKETING TOOL

A project prospectus can also be used as a marketing tool to **help the general public understand** your organization's current goals to inspire donations.

A WAY TO MAKE THEM REMEMBER YOU

People are **three times more likely to remember** visually enhanced messaging, making a graphical Prospectus important as a stand-alone piece or supplement to a larger grant package.



A WAY TO FOCUS MEETINGS

A project prospectus can be presented to a potential sponsor before or left after a meeting to **highlight the key points** you want to emphasize.

NEED FUNDING? TALK TO US! VISIT WWW.WRITEANGLE.NET, SEND US A DM HERE ON LINKEDIN, OR EMAIL LORI@WRITEANGLE.NET.

