

Building your Content Library

A content library succinctly details the most important aspects about your organization, highlights your impact, and articulates your need for funding. Content from the library can then be tailored and refined for specific funders based on their interests and priorities.

ORGANIZATIONAL OVERVIEW

Tell Your Story:

- How did you get started, why, and how has that changed over time?
- What's are your most important accomplishments and milestones?
- What makes your organization different, unique?
- What are your core competencies? (What are you really good at?)



TARGET POPULATION AND GEOGRAPHIC AREA

Describe The People You Serve:

- Who are your constituents? (Include demographic information)
- Why do you serve this group of people?
- Is there one story that demonstrates the impact of your organization, best?

**Remember it's important to approach this section with your constituents' strengths in mind instead of any deficits that may be present.*



WHY IS FUNDING NEEDED NOW?

Create Urgency: What Needs Confront the People You Serve?

- What pressing problems or needs does your organization address? Include demographics, data, and facts that provide concrete evidence.
- What challenges exist to tackling these programs?
- Why is funding important at this time?



CURRENT PROGRAMS AND ACTIVITIES

Explain Your Programs & Activities: How Do You Address the Challenges People Face?

- What programs/services does your organization offer? Provide a brief overview of each.
- What makes your programs distinctive?
- How do you incorporate your constituents' voices in program design and improvement?



RESULTS/IMPACT

Demonstrate That Your Programs Effectively Meet the Needs of Your Target Population:

- What quantitative results can you provide?
- What qualitative results can you provide?
- How do your results inform future programming?
- What individual success stories would connect with a potential funder?
- What are 2-3 recent accomplishments that your proud of?



LEADERSHIP AND GOVERNANCE STRUCTURE

Promote Your Organizational Effectiveness

- Provide an overview of your management structure and leadership, including Board and staff.
- How do you elevate constituent voices throughout the organization?
- Do you utilize shared-power or decision-making models?
- Discuss organizational challenges and plans to mitigate challenges.



KEY PARTNERSHIPS

Promote Your Organizational Effectiveness

- Discuss key partnerships and how they are leveraged to further the organizations service provision
- Provide details one at least 1-2 partnerships, including how they impact constituent outcomes and organizational effectiveness.



FUTURE PLANS

Look Ahead: What are your Goals for the Future?

- What does success look like: what are your plans and goals? What are your measurable objectives or benchmarks along the way?
- How will the people you serve benefit from your proposed plans?
- Describe your planning process: who participated, how long did it take, etc.? Include recent community data or industry trends that make your proposed plans and goals timely and relevant.
- Include information about any current strategic plans.



SUSTAINABILITY

How will the donor's investment be used?

- What evidence demonstrates your organization's stability and fiscal responsibility?
- Clarify what additional resources are needed to achieve your plans and goals.
- Discuss your fundraising strategy, partners, and progress to date. Be specific and demonstrate that your strategy is realistic.
- Speak to your short and long-term sustainability as an organization.
- Discuss funders' potential return on investment (including for the broader community).

COMMON ATTACHMENTS

What are the common attachments needed for submission?

- Budgets (Organizational and Programmatic)
- Financial Documents Basic (Most Recent Audit, 990)
- Financial Documents Custom (Year to Date Balance Sheet, Income Statement, Budget vs. Actuals)
- IRS Determination Letter
- List of Board of Directors
- Organizational Chart
- List of Staff and Staff Bios
- Current Funder List
- Strategic Plan (not as common)
- Annual Report (not as common)