**TEMPLATE: Crafting a Two-Pager**

**ABOUT YOU**

What’s your mission? Share a summary of your organization’s purpose and vision.

**THE NEED**

What community problem(s) are you trying to solve? Why is there a need for your services?

Describe who you serve and why your community needs your programming.

**THE SOLUTION**

How do your activities meet the need you identified? What makes your program an effective solution? Explain your programming and how it solves the problem or fills the gap you see in your community.

**OUTCOMES**

What are your program goals?

Define what success looks like and how you track your progress.

Your goals should be SMART:

* **S**pecific
* **M**easurable
* **A**chievable
* **R**elevant
* **T**ime-Bound

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| --- | --- |
| **Goal 1** |  |
| **Goal 2** |  |
| **Goal 3** |  |

**BUDGET**

What does your program cost?

Identify your fundraising target (or the grant amount you’re seeking) and what activities it will fund.

Budget categories can include estimates for:

* Salaries & Benefits
* Marketing & Communications
* Materials & Printing
* Meetings & Events
* Specialized Services or Contractors

(Consultants, Evaluation, Technology)

* Administrative Overhead

(10% indirect cost rate)

**CONTACT INFO**

How can funders get involved?

Spell out who on your team is the direct point of contact for questions.