

# OUTREACH FRAMEWORK

Technical precision for engagement and mission alignment with community funders.



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**Mission Statement** *A crisp, one sentence expression of purpose*

**Community Need or Problem Statement**

What local need or disparity are you addressing?	Include 1-2 data points (local if possible)	Explain who is impacted and why your intervention matters
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Example format:

In our community, \_\_\_\_\_ affects \_\_\_\_\_ people, resulting in \_\_\_\_\_. Local data from \_\_\_\_\_ shows \_\_\_\_\_.

**Your Solution / Program** *Describe your program model in 3-5 bullet points:*

Program 1: <i>What it does + for whom + expected short outcome</i>	Program 2: <i>What it does + for whom + expected short outcome</i>	Program 3: <i>What it does + for whom + expected short outcome</i>
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Describe your unique approach: Culturally responsive, evidence-based, asset-driven, trauma-informed, community-embedded, etc.

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IMPACT SNAPSHOT	COMMUNITY ENGAGEMENT APPROACH	FUNDER PARTNER ALIGNMENT
<p><b>Provide simple, measurable, compelling outcomes:</b></p> <ul style="list-style-type: none"> <li># Individuals Served:</li> <li>Key Outcomes:</li> <li>Success Indicator: Short story or 1-2</li> <li>Community-Level Change: What's improving over time</li> </ul>	<p><b>Show funders how you collaborate locally:</b></p> <p>Partnerships with local orgs, schools, churches, civic groups Listening sessions, advisory circles, community surveys Consistent outreach workflow Equity or inclusion lens you use</p>	<p><b>Use 2-3 bullets that speak directly to funders:</b></p> <ul style="list-style-type: none"> <li>Advances funder priorities in _____</li> <li>Strengthens community outcomes in _____</li> <li>Scalable, measurable, and aligned with local needs</li> </ul>

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## Organizational Capacity

Demonstrate readiness without overwhelming them:

- Leadership: who you are + credibility
- Volunteers / staff structure
- Governance, fiscal agent, or financial stewardship notes
- Sustainability strategy (diverse revenue, partnerships, repeatable model)

Tell funders EXACTLY what you need:

Funding level(s), Program support, Volunteers, Partnerships, In-kind resources

- We are seeking \$25,000 to expand \_\_\_\_\_ and serve an additional \_\_\_\_\_ youth/families/seniors.

## CALL TO ACTION