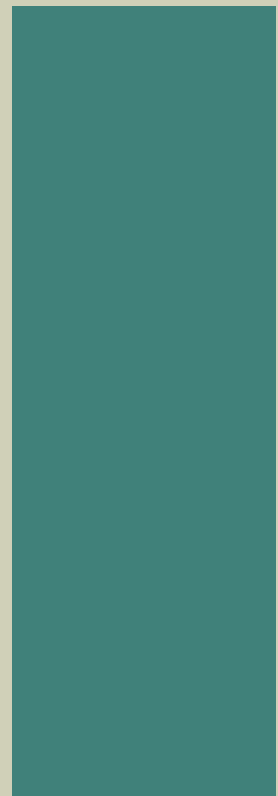


# Proposal



**KWM Writing & Strategy**

P.O. Box 40

Hardeeville, SC 29927

843-288-7506

---

[www.kwmwritingstrategy.com](http://www.kwmwritingstrategy.com)

# KWM Writing & Strategy

Fundraising is a team sport...but too many nonprofits can barely afford even one fundraiser, much less a team!

KWM Writing & Strategy was started to help busy non-profit executives to maximize their time spent on raising money, so that they can focus on their mission.

Investing in  
**FRIENDS**  
who lead to

**FUNDS**



*Writing is hard enough...*

Our process is simple - we look at your circle of support, and then outline strategies to bring friends to support your mission and to maximize funding opportunities. It's all about ROI - matching the friends and funds to support your mission!

**Kristen West McGuire, CFRE**, was born in Texas, raised in Oregon...and has lived all over the great United States. She earned a B.S. in Psychology from Georgetown University and an M.Div. from Wesley Theological Seminary. Her first job was at the Council for the Advancement and Support of Education. She has been a freelance writer for over thirty years and her work has been published in both secular and religious periodicals. Her energy and mission-focused writing has raised friends and funds for social service agencies, museums, churches and schools. She lives in the Lowcountry of South Carolina with her husband, a retired Marine.



**Kristen West  
McGuire, CFRE**

# Proposal Guidestar Package



***PACKAGE PRICE: \$950***

GUIDESTAR/CANDID MANAGER

**BRONZE SEAL:**

MISSION & VISION

**SILVER SEAL:**

PROGRAM DESCRIPTIONS

BRANDING

PHOTOS & A VIDEO

**GOLD SEAL:**

FINANCES

BOARD COMPOSITION

**PLATINUM SEAL:**

NEEDS STATEMENT

STRATEGIES

GOALS

IMPACT METRICS

**OPTIONAL EXTRAS:**

FUNDRAISING SETUP

STRATEGIC VISION

DEVELOPMENT PLAN

*(BILLED HOURLY @ \$85/HOUR)*



# Why Your Guidestar Profile Matters



*Financial advisors use Guidestar/Candid profiles as a research tool to find non-profit beneficiaries for their clients. Any non-profit with a tax exemption already has a profile on Guidestar. We will help you gain platinum status! This will help donors know that your non-profit is worthy of their support. BONUS: many of the elements of your Guidestar profile make excellent grant application copy!*

## **Package includes:**

• Bronze seal: Mission & Vision

- Basic information + donation link

Silver seal: Program descriptions

- Branding, photos and/or a video

Gold seal: Finances (990s and audits uploaded)

- Board and Staff Demographics

Platinum seal: Strategic information

- Needs Statement
- Strategies & Goals
- Goals
- Impact metrics

# Ready to get started?

THE FIRST CONSULTATION IS FREE!

CALL 843-288-7506

OR EMAIL  
KRISTEN@KWMWRITINGSTRATEGY.COM



*KWM Writing & Strategy, LLC*

*[www.kwmwritingstrategy.com](http://www.kwmwritingstrategy.com)*