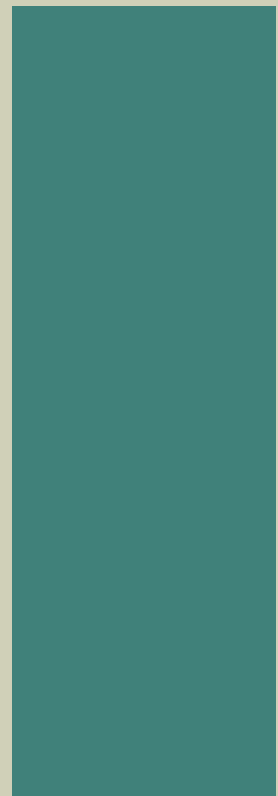


Proposal



KWM Writing & Strategy

P.O. Box 40

Hardeeville, SC 29927

843-288-7506

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 Writing and Strategy Services Billed Hourly



SERVICES

Writing

- Appeal Letters
- Grants
- Donor Proposals
- Annual Report Copy
- Press Releases
- Guidestar Profiles
- Thank You Letters
- Sponsor Solicitation
- Newsletters
- Website Copywriting
- Giving Day Plans
- Phonathon Scripts
- FAQs

Strategy and Planning

- Development Plan
- Strategic Plan
- Income Analysis/Opportunity
- Need Analysis
- Board Reports
- Board Job Descriptions
- Monthly Fundraising Reports

Coaching/Training

- Policies
- Database Setup/Cleanup
- Processes for Gift Intake
- Receipts
- Marketing

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Discounts for Multi-Month Contracts

3 months x 10 hours minimum = 10%

6 months x 10 hours minimum = 15%

12 months x 10 hours minimum = 20%

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