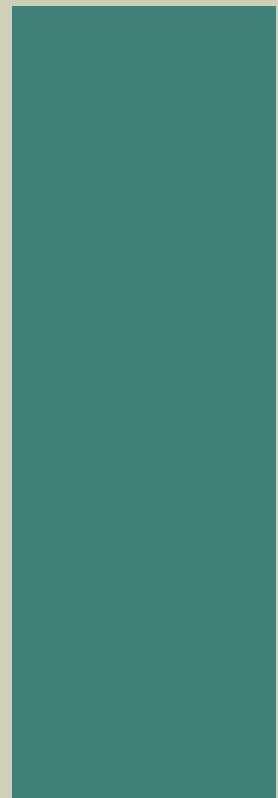


Proposal



KWM Writing & Strategy

P.O. Box 40

Hardeeville, SC 29927

406-750-5481

www.kmwritingstrategy.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 the time spent on raising money, so that they can focus on their mission.

Consulting Packages

★ APPEAL LETTER	★ DEVELOPMENT PLAN	★ CASE STATEMENT
Plan & Timeline	Income Analysis	Budget Review
Need Statement	Mission Summary	Program Descriptions
Audience Prep	Stakeholder Analysis	Interviews
Appeal Written/Sent	Key Strategies	Donor Profiles
Thank You	Timeline & Staffing	Case(s) Written

INITIAL CONSULTATION FREE -

★ DONOR RETENTION

Database Coaching
Cultivation Pieces
Social Media Posts
Email Newsletter
Thank You Updates

★ STRATEGY

Planning
Board Reports
Website Content
Annual Report
Media Relations

★ WRITING TASKS

Grant Writing
Marketing Pieces
Donor Proposals
Impact Reports
Case(s) updated

BILLED BY THE HOUR, ESTIMATES ON REQUEST

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

HOURLY RATE = \$125

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%

Ready to get started?

THE FIRST CONSULTATION IS FREE!

CALL 406-750-5481

OR EMAIL
KRISTEN@KWMWRITINGSTRATEGY.COM



KWM Writing & Strategy, LLC

www.kwmwritingstrategy.com