



BLACK FOX  
PHILANTHROPY LLC



*Your Mission is Our Mission. Our Team is Your Team.*

# FUNDRAISING COMMUNICATION TOOLKIT

## CONTEXT

Persuasive messages and communication tools are the underpinnings of all effective fundraising strategies. Messages must forge a connection with your audience by speaking to the heart and then the mind. Materials should be consistent and compelling. Ultimately, an effective communications strategy requires a unique narrative that builds a strong case for support while setting you apart from other worthy organizations working in your issue area.

## OBJECTIVE

Black Fox Philanthropy will create a suite of engaging, funder-centric materials that are clear, compelling, and persuasive, and designed to inspire deeper funder engagement with your organization and mission.



## DELIVERABLE

Our seasoned communications professionals understand the nexus between messaging and fundraising. We work with clients to develop smart, targeted, inspiring messages and other communications assets that will connect with new funders and deepen relationships with existing ones. We start with an extensive intake and messaging session with your team to understand how you are currently communicating your impact. We then craft a suite of materials, including:



- Compelling core and secondary messaging that is woven into all funder-facing communications.
- Custom pitch materials that present a compelling opportunity for investment, including a 1-2 page Case for Support and language for a pitch deck.
- Suite of engagement letters and emails.
- Call script for donor engagement.
- A host of Black Fox training materials to increase fundraising capacity and skills development.

**Standard Time and Financial Investment: 8 - 10 weeks; \$8,800\***

\*Bespoke scopes available based on the unique needs of our clients

Black Fox Philanthropy is proud to be a woman-owned and a certified B Corporation.

Learn more about how we can serve your mission at  
[www.BlackFoxPhilanthropy.com](http://www.BlackFoxPhilanthropy.com)

