

YOUR FUNDRAISING PROSPECTUS START TO FINISH

From beginning to end, here's how The Cain Agency creates a document to focus your campaign, build pride in your organization and get your staff and volunteers excited about raising money.

WE WRITE

In conversation with your staff and key volunteers, we create new, fresh language that communicates your story and mission with clarity and enthusiasm.

WE DESIGN

You are presented with several concepts to choose from. The final design includes a cover and back cover, plus 20 to 32 interior pages. Count on us to collect or create images.

WE CREATE CONTENT

Your prospectus includes elements like an executive summary, an organizational narrative, a description of need, results from feasibility studies and other research, goals and objectives, team member bios, an invitation to invest, a donor pledge form, a budget, financial statements and appendices.

WE ORGANIZE

The complexities of your campaign come together in a way that make sense to your audience. Through research, gathering documentation and managing feedback from team members, we pull it all together into a cohesive story.

WE MANAGE THE DETAILS

Your prospectus is completed on time and on budget. We manage the feedback and review process with your team. We deliver finalized electronic files and optionally we manage the offset printing process.





BROADEN YOUR AUDIENCE

Use your prospectus for major donor cultivation, background materials for influencers and recruitment of prospective board members and fundraising volunteers.

REPURPOSE YOUR CONTENT

Do you need corresponding PowerPoint presentations, crowdfunding campaigns, annual reports, social media posts, grant proposals, email campaigns, website content, marketing materials or press kits? We help with that too!

MAUREEN & SHANNON CAIN

Specializing in the arts, education and social justice issues, we operate together as a team on writing, design and the organizing of information. Having spent years in separate professional settings working with an enormous diversity of colleagues, we are conscious of our extraordinary partnership. Your projects benefit from our efficiency, precision and wierd sisterly ways of communicating.

Maureen has a background in art, creativity, technology and business. She holds a Master's degree in business and a Bachelor's in art & design, and has run several businesses and non-profit organizations. Shannon is a multiple award-winning writer with a background in nonprofit executive management and fundraising.

CONTACT US

Start to finish
fundraising prospectus:
\$10,000 - \$12,000

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