

Hierarchy of Fundraising materials (from simple and direct to fully-detailed)

1. Core Message (aka 'Elevator Pitch')

- What you *say* when you only have 30 seconds to get the message across.
 - Audience: A (busy) potential donor who just *might* be interested.

2. Promo Video (to be developed)

- A short (3-4 mins?) glimpse of CPSG – includes inspirational message from OB
 - Audience: What you show to someone who shows any interest (in 1. Above)

3. Glossy book – 'Second Nature'

- An elegant, pictorial, easily-readable synthesis of CPSG's work and successes.
 - Audiences: Almost anyone who shows an interest in us

4. Annual Report 2018

- A clear summary of the last year's activity
 - Audience: Almost anyone who shows an interest in us, especially those who have been through 1 to 3 above.

5. One-page Case for Support

- A brief but clear explanation of what we propose to do over the next 3 years.
 - Audience: What you show to a potential donor who is interested, ie, someone who has responded positively to the Elevator Pitch and just needs a bit more info.

6. Extended (12-)page Case for Support

- A more detailed exposition of our plans.
 - Audience: What you show to someone who has read and discussed the One-pager; they now want more detailed information, to confirm that the Pitch and Case for Support are valid, thought-through and realistic.

7. Strategic Plan

- A fully-detailed explanation of the three-year strategy, with analysis of implications, resource requirements, risk, governance structure, etc.
- The core of the CPSG Strategic Plan 2018 -2020 is the working blue-print for the organisation's work, and was developed by CPSG staff, to subdivide, and allocate responsibility for, the many tasks involved in delivering the five Goals.
 - Audiences:
 - A few potential major donors will want the whole works laid out for them (for example, to share with the Board of a major charitable trust, to whom we have applied for a large donation).
 - CPSG staff, existing donors, GCN, CPSG Strategic Committee, SSC.
 - It should be available on the CPSG website, as an indication of the organisation's ethics and philosophy of openness.