

EXECUTIVE SUMMARY GUIDELINES

START WITH SIMPLE

As you craft your summary, make sure to utilize the power of strong layout to guide your reader easily through the design to understand your message.

We all love our ministries and the work we do. The best way to communicate it is not a lot of text. **“White space” is your friend on one-pagers.**

You want it to be appealing and easy on the eye. You don't want to make the reader/potential donor have to work too hard for the information.

Generally, this is a talking piece they'll take with them after a meeting, or receive prior to a meeting. It is not intended to be an all-inclusive piece that captures every detail.

Simplify to amplify your message.

CONTACT US

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5 KEYS

1

ESTABLISH MISSION AND VISION

2

SUBSTANTIATE THE NEED/PROBLEM

What is the problem? How bad is it? This is a great place for statistics.

3

ACTION

How do you solve the problem? How do you accomplish your vision?

4

IMPACT

What is your success? This is another place for statistics.

5

NEXT STEP

Where are you going? What does the future hold? What do you want the potential donor to buy in to? How can the donor be a hero in this story?