

1. Sentence Naming the Human Outcome (Purpose)

This is your mission statement expressed in terms of human impact. It moves beyond organizational activities (what you do) to define the ultimate goal and benefit for the people you serve (why you do it).

What goes in it:

A single, vivid sentence that names the final, desired state for your beneficiaries or community. It connects the organization's work to a palpable change in someone's life.

Why it's essential:

It anchors the conversation in emotion and purpose. Donors are motivated by human outcomes, not institutional mechanics.

2. Three Sentences Describing the Future You are Building (Vision)

This section paints the vision in color and casts a dream large enough to inspire a major gift. It expands on the purpose by describing the large-scale, transformative results.

What goes in it:

Three sentences detailing the expected changes, including not only the immediate effects but also the downstream implications (e.g., improved health, reduced poverty, greater stability). This is where you connect your work to broad social good.

Why it's essential:

It gives the donor a role to play in building a future. People of means want to solve big problems, and a big, credible vision is magnetic.

3. One Sentence Connecting Vision to a First Milestone (Path)

This part translates the grand vision into a concrete, executable plan, demonstrating capability and seriousness.

What goes in it:

A single sentence that names a specific, measurable initial project or phase required to start realizing the vision, along with a timeframe (e.g., "The first milestone is recruiting three key scientists over the next year...").

Why it's essential:

It shows the donor you are a steward, not just a salesperson. It grounds the vision in strategy, lowering the perceived risk of giving.

4. One Sentence Stating Funding Required for that Milestone and Time Horizon (Budget)

This is the direct, transparent statement of the financial scale of the opportunity.

What goes in it:

The exact dollar amount needed to complete the specific milestone, plus the date or duration by which the funding is required.

Why it's essential:

It establishes proportionality and clarity. It communicates respect by setting the expected scale of the gift and avoids donor confusion or the issue of having unspent funds years later.

5. One Sentence that Invites Partnership (Invitation)

This is the moment of the direct ask, phrased as an invitation to join the effort.

What goes in it:

A clear, non-demanding question that invites the donor to consider their financial involvement at the scale required for the milestone (e.g., "Are you someone we should be thinking of to join us in this opportunity?").

Why it's essential:

It is the required step to move the conversation from curiosity to commitment. Following this sentence, the fundraiser must pause and remain silent, allowing the donor to respond.

One-Page Brief Example: The Community Resource Kitchen Initiative

1. Sentence that names the human outcome (Purpose)

We are actively creating a community where every child and family can sit down to a table with dignity, secure in knowing where their next healthy meal will come from.

2. Three sentences that describe the future you are building (Vision)

This initiative will eliminate the stressful food dependency currently plaguing our most vulnerable neighborhoods, allowing parents to shift their energy from daily survival to long-term stability and employment. By focusing on local sourcing and nutrition education, we will see a marked improvement in student attendance and academic performance across the district. Ultimately, this foundational security will stabilize our community, reducing emergency healthcare visits and strengthening the local economy through empowered, healthy families.

3. One sentence that connects vision to a first milestone (Path)

Our crucial first milestone is the establishment of three new Community Resource Kitchens over the next 18 months, strategically located in the Northwood, Fairmont, and East End districts.

4. One sentence that states the funding required for that milestone and time horizon (Budget)

We require \$600,000 in philanthropic investment by the end of this fiscal year to secure the facilities, purchase commercial equipment, and staff the initial operations for these three vital hubs.

5. One sentence that invites partnership (Invitation)

We are inviting a select group of committed partners to make this foundational phase possible; are you someone we should be thinking of to join us in this opportunity?

Disclaimer: This example "One-Page Brief" is a foundational template intended only to illustrate structure and required components. It must be completely customized to accurately reflect the unique mission, specific vision, strategic focus, and financial needs of the non-profit organization using it.