



Common Elements in a Letter of Interest

Provide your organization's mission and vision statement:

Mission: focuses on what you're doing "today" and what your organization does to achieve it.

Vision: focuses on "tomorrow" and what your organization wants to accomplish.

Background information on your organization as a whole:

This is where the storytelling starts! When a funder asks about your organizational history, it's their way of getting to know your backstory. Use this opportunity to paint a picture for them about how your organization came to be. Accomplishments? Areas you've grown?

Provide an overview of your organization and what services or programs you offer? This should provide a snapshot of the work you do overall to provide context for the funder. This might be a great place to show alignment with their priority areas!

Summarize the clients/community your organization serves across all programs:

This is who your organization serves as a whole--you may have different clients for different projects, so you can elaborate on that in the project description section.

What overall need does your organization address? Your needs statement answers the question, "What is the need your organization is addressing?" and identifies the importance and urgency of the problem you are trying to solve. It can be further broken down into these 4 questions:

1. Description of the problem--what is the problem that you are trying to solve.

2. Recognition of the problem --Why is it a problem?

3. Implications if Problem isn't Solved--What will happen to your community/target population if this need goes unmet? Why is it important to solve?

4. Why is *your* organization the one to solve this problem?

How will you evaluate your impact?

What are your intended outcomes and how are you making sure those outcomes are met?

What metrics are you using to measure these outcomes?