# EMAIL TEMPLATE

**Subject:** Requesting Funds for Participation in Bridgespan’s Achieving Strategic Clarity Program

Dear [FUNDER],

Here at [ORG NAME], we’ve been thinking deeply about the communities we serve and the impact we seek to have. This is particularly important as we think through the most effective way to allocate resources and decide which partnerships to pursue and what programs to invest in. We came across a program that will allow us to make an intentional investment in our organization’s strategy and **we are writing to request $10,000 in funding to support our executive team’s participation in this program**.

The program, run by The Bridgespan Group, is called [Achieving Strategic Clarity](https://www.bridgespan.org/services/bridgespan-leadership-accelerator/achieving-strategic-clarity/curriculum-sections/achieving-strategic-clarity-full-curriculum), a self-paced online program which helps executive teams create a shared vision around intended impact and theory of change. I think this program would be incredibly valuable for our executive team because [\_\_\_\_\_\_\_\_\_\_\_]. The program will allow us to spend dedicated time over the next several months thinking about who we serve and what the best ways are to serve them.

At the end of the program, our team will walk away with:

* An Intended Impact statement draft
* A Theory of Change draft
* A plan to help use and improve these tools over time

Full program details can be found in the PDF attached, but a few really interesting features of the program are:

* 1:1 coaching support from experienced Bridgespan consultants
* Access to practical tools and resources developed by Bridgespan
* A guided process to allow executive teams to dig into important strategy questions, center racial equity in discussions of intended impact, and create a shared vision around the activities that will lead to greatest impact
* A guided process to enable executive teams to engage in discussion, create a shared vision around intended impact, and think through how racial equity plays into their impact goals
* Opportunity to join a cohort of other nonprofit executives

We know that this is an investment of time and money, but we strongly believe that the return on this investment will be worth it. Participating in the Achieving Strategic Clarity program will help our executive team better allocate resources to ensure we’re on track to reaching our ultimate goal of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ [VISION/LONG TERM GOAL].

The next session begins in \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_ ¬¬. Please let us know if you are able to support us by \_\_\_/\_\_\_/\_\_\_. Thank you for your consideration and we appreciate your support!

Best Regards,

[NONPROFIT LEADER]