

ANONYMIZED CAMPAIGN STRATEGY & COLLATERAL SAMPLE

LIGHT HER WAY

A complete fundraising campaign concept for a U.S.-based women's career mobility nonprofit

CONFIDENTIALITY NOTE

This portfolio sample is illustrative and anonymized. It contains no real client name, tax details, donor list, participant identity, confidential budget, address, or proprietary organizational data. Figures, outcomes, gift levels, and timelines are planning assumptions used solely to demonstrate campaign strategy and copywriting capability.

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Fundraising Campaign Strategy | Resource Mobilization | Nonprofit Messaging
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CAMPAIGN OVERVIEW

What This Sample Demonstrates

A fundraising concept translated into a practical donor-acquisition, sponsorship, communications, and stewardship system.

This sample demonstrates how a nonprofit can move from a broad fundraising goal to a coordinated campaign with a compelling case for change, segmented donor asks, a realistic gift structure, complete digital and print copy, sponsor language, ethical storytelling safeguards, and a disciplined follow-up system.

Section	Core output	Why it matters
1. Strategic foundation	Campaign proposition, goal logic, audiences, offer, risks	Ensures the campaign is fundable and operationally credible.
2. Case for change	Need, urgency, response, outcomes, donor role	Creates the emotional and rational reason to give now.
3. Audience and gift strategy	Segments, motivations, ask levels, cultivation path	Moves from generic outreach to targeted solicitation.
4. Campaign journey	Quiet phase, launch, momentum, close, stewardship	Builds momentum rather than relying on one public appeal.
5. Digital campaign copy	Landing page, six-email sequence, social and ads	Provides ready-to-adapt donor conversion content.
6. Offline and sponsor collateral	Appeal letter, brochure, pledge card, sponsor packet	Supports direct mail, events, meetings, and business outreach.
7. Funder and impact framework	Outcome logic, reporting language, learning questions	Shows institutional credibility and responsible stewardship.
8. Ethical storytelling	Consent, dignity, participant choice, review process	Protects participants while strengthening authentic communication.

PART 1

Strategic Foundation

The campaign proposition, funding logic, and choices that hold the campaign together.

Campaign proposition

THE BIG IDEA

Light Her Way invites donors, businesses, and community champions to dedicate a symbolic light in honor of someone who helped them move forward. Each dedication helps fund practical career-mobility support for women preparing to advance, return to work, negotiate better opportunities, or navigate a professional transition.

Strategic element	Illustrative campaign decision
Campaign goal	\$150,000 over six months, subject to validated program capacity and board approval.
Primary purpose	Expand access to coaching, peer cohorts, workplace navigation, leadership development, employer connections, and participation supports.
Core promise	A donor is not “saving” a woman. The donor is helping make the right support available at the moment it can unlock progress.
Symbolic mechanism	Every contribution dedicates a light on a digital or physical recognition display. Dedications may honor mentors, family members, teachers, colleagues, or women building their next step.
Campaign difference	The concept combines an emotionally accessible tribute with a credible, measurable investment in women’s economic mobility.
Primary call to action	Dedicate a light. Fund a next step.

Campaign objectives

Objective	What success looks like
Raise flexible support	Secure a diversified mix of individual, business, board-network, and institutional contributions.
Expand access	Increase the number of women able to participate in structured career-mobility support.
Reduce participation barriers	Provide targeted support for transportation, childcare, technology, materials, or credential-related costs where permitted.
Build a donor base	Convert first-time supporters into informed, retained donors through clear stewardship and follow-up.
Engage employers	Create a visible entry point for businesses that want to support workforce advancement and women’s leadership.
Strengthen visibility	Use the campaign to communicate the organization’s distinctive role, not merely to promote a temporary fundraiser.

What must be validated before launch

- Board-approved goal and minimum viable campaign target.
- Specific program or capacity expansion the campaign will fund.
- Cost assumptions and the number of participants the organization can responsibly serve.
- Current donor, sponsor, board, and partner relationships that can support the quiet phase.
- Available communications channels, staff capacity, and decision rights.
- Recognition boundaries, privacy requirements, and participant consent procedures.

PART 2

Case for Change & Case for Support

A narrative that explains the problem, the urgency, the response, and the donor's role.

The case for change

Talent is not the missing ingredient. Across communities, women are already bringing experience, ambition, resilience, and leadership potential to the workplace. Yet many reach a transition point where determination alone is not enough: returning after caregiving, rebuilding after a job loss, moving from hourly work into a career pathway, seeking a promotion, negotiating pay, entering a new sector, or trying to lead in a workplace that was not designed with their realities in mind.

At these moments, progress often depends on access to something more specific than general encouragement. Women may need a trusted coach to help translate experience into a clear next move; peers who reduce isolation and strengthen accountability; practical tools for negotiation, workplace navigation, and leadership; warm connections to employers and mentors; or modest support that makes participation possible. Without that combination, a capable woman can remain stalled not because she lacks potential, but because the pathway is fragmented, expensive, or difficult to navigate alone.

The cost is personal and economic. Delayed advancement affects income, confidence, family stability, retirement security, and long-term career growth. Employers also lose when experienced women disengage, leave, or remain underutilized. Communities lose leadership, purchasing power, and talent. The challenge is therefore not simply an individual career problem. It is a workforce and economic-opportunity problem that requires both direct support for women and stronger engagement with the systems around them.

Light Her Way responds by making high-quality career-mobility support more accessible and visible. The campaign would help fund coaching, peer learning, practical career tools, employer engagement, and targeted participation support. It would also invite the wider community to recognize a simple truth: nearly every successful person can name someone who opened a door, offered guidance, or helped them see a possibility they could not yet see alone.

WHY GIVE NOW

A time-bound campaign creates the opportunity to expand access while building a stronger community of donors and employer partners. The urgency is not manufactured by a countdown; it comes from the reality that career transitions are time-sensitive. The right support six months too late may no longer change the same decision, opportunity, or income trajectory.

Full case for support

Many women are ready for their next professional step. They are ready to earn more, lead with greater confidence, return to work, move into a stronger career pathway, or navigate a difficult transition. What is often missing is not ability or ambition. It is access to the right support at the right moment.

A promotion is easier to pursue when someone helps you name your value. A salary conversation is easier to enter when you have practiced it. A career change is more realistic when you can map the path, build the skills, and connect with people who understand the destination. A return to work is more achievable when practical barriers do not force you to choose between participation and family responsibilities.

Light Her Way is a community campaign to expand that access. Every gift dedicates a symbolic light—either in the donor’s name, in honor of someone who helped light their way, or in recognition of a woman building her next step. Together, those lights represent a community willing to invest in women’s economic mobility, workplace advancement, and leadership.

Campaign funds would support a coordinated package of career-mobility services: individual or group coaching, peer cohorts, workplace-navigation tools, leadership and negotiation development, employer and mentor engagement, and targeted assistance that helps women participate fully. The campaign would also strengthen the organization’s ability to track outcomes, steward donors, and build partnerships that continue beyond the six-month appeal.

A gift to Light Her Way is practical. It helps turn professional potential into a plan, a plan into action, and action into stronger economic opportunity. It is also personal. Donors are invited to remember the people who helped them—and to extend that same possibility to someone else.

Dedicate a light. Honor the person who helped you move forward. Help fund the next step for a woman ready to build what comes next.

Message architecture

Message layer	Campaign language
Problem	Women’s talent is widespread, but access to career-navigation support, networks, tools, and flexible participation resources is unequal.
Urgency	Career transitions are time-sensitive; timely guidance and support can influence income, advancement, and long-term stability.
Response	The organization combines coaching, peer support, practical tools, employer engagement, and participation support.
Proof direction	Use verified participation, completion, action-plan, promotion, wage, job-transition, confidence, and employer-engagement data.
Donor role	The donor helps make a structured pathway available; the participant retains agency and ownership of her progress.
Emotional hook	Honor someone who lit your way, then help extend that possibility.
Call to action	Dedicate a light. Fund a next step.

PART 3

Audience, Gift & Ask Strategy

Different audiences need different reasons to act, different proof, and different asks.

Audience	Primary motivation	Best proof	Illustrative ask
Major donors and family foundations	Visible, meaningful impact; trusted leadership; leverage	Clear program model, leadership credibility, cost and outcome logic	\$10,000-\$25,000+ anchor commitment
Local and regional businesses	Workforce relevance, community reputation, employee engagement	Employer-facing outcomes, recognition plan, local reach	\$2,500-\$20,000 sponsorship
Individual donors	Personal connection, tribute, accessible action	Human story, clear gift impact, progress updates	\$50-\$1,500 dedication gift
Board and leadership networks	Ownership, credibility, relationship leverage	Campaign plan, prospect assignments, early commitment target	Lead gift plus 3-5 introductions
Institutional funders	Population need, model, measurable outcomes, stewardship	Theory of change, budget, targets, reporting approach	\$5,000-\$25,000+ project or capacity grant
Participants and alumnae	Belonging and visibility without pressure	Optional engagement, consent, dignity protections	No solicitation expectation

Illustrative gift range

Level	Gift	Quantity	Subtotal	Illustrative impact/recognition
Presenting Sponsor	\$20,000	1	\$20,000	Top campaign recognition; supports a major block of program delivery and employer engagement.
Lighthouse Partner	\$10,000	3	\$30,000	Prominent recognition; supports coaching capacity and a participant cohort.
Constellation Partner	\$5,000	6	\$30,000	Business/foundation recognition; supports workshops, tools, and participation assistance.
Guiding Light	\$1,500	20	\$30,000	Named light; helps underwrite an intensive participant journey.
Beacon	\$500	40	\$20,000	Supports practical participation needs or a set of career-navigation resources.
Glow	\$150	100	\$15,000	Supports coaching tools, learning materials, or group-session costs.
Spark	\$50	100+	\$5,000+	Accessible dedication gift and first step into the donor community.

GIFT LANGUAGE RULE

Gift examples should be presented as illustrative unless the organization can verify exact unit costs. Avoid implying that a single gift alone guarantees a specific participant outcome. Use wording such as “helps provide,” “contributes toward,” or “supports access to.”

Solicitation pathway

Stage	Purpose	Primary action
Identify	Build a realistic prospect list from existing relationships and aligned audiences.	Name relationship owners, capacity indicators, interests, and next actions.
Qualify	Assess fit before making an ask.	Confirm connection, likely motivation, potential level, and decision process.
Cultivate	Build understanding and trust.	Share a short campaign brief, invite conversation, offer site/program insight.
Ask	Make a specific, confident request.	State the amount or level, purpose, timing, and next step.
Follow up	Reduce friction and keep momentum.	Confirm questions, send materials, agree a decision date.
Steward	Show gratitude and responsible use.	Thank promptly, recognize correctly, report progress, invite continued engagement.

PART 4

Campaign Journey, Timeline & Roles

A campaign is a sequence of decisions and relationships—not a launch post followed by repeated reminders.

Phase	Weeks	Objective	Illustrative activities
1. Readiness	1-3	Validate the offer and prepare the campaign system.	Confirm goal and use of funds; finalize case; build prospect list; prepare landing page, email, sponsor packet, tracker, consent process.
2. Quiet leadership	4-8	Secure credibility and early commitments.	Board gifts; major-donor meetings; sponsor outreach; foundation conversations; recruit campaign champions; target 25-40% committed.
3. Public launch	9-10	Introduce the campaign with visible momentum.	Launch event or announcement; landing page; email #1; social content; partner amplification; public progress bar.
4. Community momentum	11-20	Sustain attention through proof and participation.	Story-led emails; sponsor spotlights; matching challenge; peer-to-peer dedications; employer content; direct follow-up.
5. Final push	21-24	Create a clear close and convert undecided prospects.	Deadline email; personal calls; board follow-up; final challenge; event or recognition-wall unveiling.
6. Stewardship and renewal	25+	Turn campaign donors into long-term supporters.	48-hour thanks; recognition; 30-day update; midpoint report; closeout report; renewal conversations.

Roles and accountability

Function	Accountable lead	Key responsibility
Campaign strategy and copy	Campaign strategist	Concept, case, segmentation, materials, message consistency, tracking framework.
Executive leadership	CEO/Executive Director	Top asks, external credibility, final approvals, sponsor and funder relationships.
Board	Board chair and members	Early giving, introductions, assigned solicitations, campaign advocacy.
Program and finance	Program/finance leads	Validate costs, service capacity, outputs, outcomes, and restrictions.
Communications	Staff or consultant	Email deployment, web updates, social calendar, media, brand consistency.
Participant engagement	Program staff	Recruit stories ethically, document consent, support participant review.
Gift administration	Development/operations	Pledge tracking, receipts, recognition preferences, thank-you and reporting schedule.

Core Tracking

- Total raised, committed, and outstanding against goal.

- Revenue by audience and gift level.
- Number and value of asks made, pending, declined, and secured.
- Conversion rate by channel: personal ask, email, event, social, sponsor outreach.
- Average gift, new donors, repeat donors, and first-time business partners.
- Stewardship completion: receipt, thank-you, recognition, update, and renewal next step.

PART 5

Landing Page & Digital Conversion Copy

Complete campaign-page language designed to move a visitor from interest to action.

Hero section

LIGHT HER WAY

Dedicate a light. Fund a next step.

Honor someone who helped you move forward—and help expand access to coaching, tools, networks, and practical support for women building their next professional step.

PRIMARY BUTTON: Dedicate Your Light | SECONDARY BUTTON: Become a Campaign Partner

Why this matters

A woman can have the experience, determination, and potential to advance—and still be blocked by a fragmented pathway. Career transitions often require more than information. They require a clear plan, skilled guidance, practice, trusted relationships, and support that makes participation possible.

Light Her Way helps fund that combination. Campaign contributions support career-mobility programming designed to help women clarify goals, strengthen workplace-navigation and negotiation skills, build confidence, connect with peers and employers, and take concrete action toward stronger economic opportunity.

How the campaign works

Step	Donor experience
1. Choose a gift	Select an individual dedication or business sponsorship level.
2. Dedicate a light	Give in your own name, honor someone who lit your way, or recognize a woman building her next step.
3. Share the message	Invite others to dedicate a light and help the campaign grow.
4. See the progress	Receive campaign updates showing aggregate participation, progress, learning, and outcomes.

Illustrative gift language

Gift	Website language
\$50 — Spark	Helps provide outreach, learning materials, or digital career-navigation resources.
\$150 — Glow	Helps equip a woman with practical coaching tools and structured next-step planning resources.
\$500 — Beacon	Contributes toward participation support, workshops, or a package of career-mobility services.

Gift	Website language
\$1,500 — Guiding Light	Helps underwrite a deeper coaching and peer-learning journey for a participant.
\$5,000+ — Campaign Partner	Supports expanded delivery, employer engagement, participant assistance, and campaign learning.

Trust and transparency section

Campaign funds will be managed by the organization and used for the approved campaign purpose, which may include program delivery, participant support, employer engagement, campaign administration, donor stewardship, and outcome reporting. Final allocations and targets will be published after board approval and budget validation. Donors will receive aggregate progress updates; participant information will only be shared with informed consent.

Final page call to action

WHO LIT YOUR WAY?

Think of the mentor, teacher, colleague, family member, supervisor, or friend who helped you see what was possible. Dedicate a light in their honor—and help another woman access support for what comes next.

BUTTON: Dedicate Your Light

PART 6

Complete Email Campaign Sequence

Six ready-to-adapt emails that move from launch to story, proof, urgency, and stewardship.

EMAIL 1 — PUBLIC LAUNCH

SUBJECT: Who lit your way?

Dear [First Name],

Most of us can name someone who helped us move forward—a teacher who saw our potential, a supervisor who opened a door, a colleague who shared honest advice, or a family member who kept believing in us.

Today, we are launching Light Her Way, a community campaign to expand access to career-mobility support for women building their next professional step.

Every gift dedicates a symbolic light. You may dedicate yours in honor of someone who helped you, in recognition of a woman building what comes next, or simply as a statement that women's advancement matters.

Campaign funds will help support coaching, peer learning, workplace-navigation and negotiation tools, employer connections, and practical participation support.

Will you dedicate a light today?

[DEDICATE YOUR LIGHT]

With gratitude,
[Name and Title]

EMAIL 2 — CASE FOR CHANGE

SUBJECT: Talent is everywhere. Access is not.

Dear [First Name],

A woman can be fully capable of advancing and still reach a point where the path is difficult to navigate alone. She may be returning to work, pursuing a promotion, rebuilding after a job loss, negotiating pay, or moving into a new field.

At these moments, the right support matters: a coach who helps turn experience into a strategy; peers who strengthen confidence and accountability; practical tools for negotiation and workplace navigation; and connections that make a new pathway visible.

Light Her Way is designed to help fund that support. It is not about rescuing women or speaking for them. It is about making a stronger pathway available so women can act on their own goals, strengths, and decisions.

Your gift helps make that possible.

[DEDICATE A LIGHT]

Thank you for standing behind women's economic mobility and advancement.

EMAIL 3 — STORY-LED APPEAL

SUBJECT: The right support at the right moment

Dear [First Name],

Imagine preparing for an interview after years outside the workforce. You know your experience matters, but you are unsure how to explain the gap, position your strengths, or negotiate from a place of confidence.

Now imagine entering that same interview with a clear career narrative, practiced answers, stronger knowledge of your value, and a trusted person who helped you prepare.

That is the difference timely career-mobility support can make.

Through Light Her Way, our community can help expand access to coaching, peer support, practical tools, and targeted assistance for women navigating moments like these.

A gift of any size can be dedicated to someone who helped light your way.

[HONOR SOMEONE TODAY]

Together, we can make the next step more visible—and more achievable.

EMAIL 4 — BUSINESS/SPONSOR APPEAL

SUBJECT: A visible investment in women's career mobility

Dear [Name],

We are inviting a select group of businesses to become partners in Light Her Way, a community campaign supporting women's career mobility, workforce advancement, and leadership.

For employers, the campaign offers more than brand visibility. It creates a practical way to invest in the talent pipeline, demonstrate commitment to economic opportunity, and engage employees around mentorship and the people who helped shape their own careers.

Campaign partners may receive recognition on the campaign page and donor display, coordinated social visibility, event recognition, and selected employee-engagement opportunities. Recognition will be scaled to the level of support and designed in consultation with each partner.

Would your company consider a sponsorship of \$[amount/level]? I would welcome a brief conversation to share the campaign plan and explore alignment.

[REQUEST A PARTNERSHIP CONVERSATION]

Sincerely,

[Name and Title]

EMAIL 5 — PROGRESS + MATCH

SUBJECT: Your light can go twice as far

Dear [First Name],

Because of donors like you, Light Her Way has reached [X]% of its campaign goal. Each dedicated light represents a person, family, or business standing behind women building stronger professional pathways.

For the next [48 hours/one week], gifts will be matched up to \$[amount] by [Matching Partner]. That means a \$50 Spark becomes \$100 in campaign support, and a \$500 Beacon becomes \$1,000.

This is an important moment to help us move from awareness to expanded access.

Dedicate your light today—or share the campaign with someone who helped you move forward.

[DOUBLE YOUR LIGHT]

Thank you for helping build the momentum.

EMAIL 6 — FINAL APPEAL

SUBJECT: Before the lights close

Dear [First Name],

Light Her Way closes on [date]. We are now \$[amount] away from our \$[goal] campaign target.

The close of the campaign is not the end of the work. It is the point at which committed support can be translated into coaching, peer learning, career-navigation tools, employer engagement, and participation assistance for women building their next step.

There is still time to dedicate a light in honor of someone who helped you—or to make a final gift that brings the campaign closer to its goal.

[DEDICATE YOUR LIGHT BEFORE MIDNIGHT]

Whatever the final total, we are grateful to every person who chose to make women's advancement visible. We will share a campaign update and next steps after the close.

With appreciation,

[Name and Title]

DONOR THANK-YOU — IMMEDIATE

SUBJECT: Your light has been dedicated

Dear [First Name],

Thank you for dedicating a light through Light Her Way. Your gift is part of a wider community investment in women's career mobility, workplace advancement, and economic opportunity.

Your dedication: [Dedication Text]

Gift amount: [Amount]

Recognition preference: [Public/Anonymous]

Over the coming months, we will share aggregate updates on campaign progress, program reach, partnerships, and what we are learning. We will never share a participant's personal story without her informed consent.

Thank you for honoring the person who helped light your way—and for helping extend that possibility to someone else.

With gratitude,

[Name and Title]

PART 7

Social, Print & Event Collateral

Campaign content for sustained visibility across channels—not just launch-day promotion.

Social media content

Post purpose	Ready-to-adapt copy
Launch	Today we are launching Light Her Way—a campaign to expand access to career coaching, peer support, practical tools, and employer connections for women building their next professional step. Dedicate a light in honor of someone who helped you move forward. [Link]
Why it matters	Talent is everywhere. Access is not. Career advancement often depends on guidance, networks, tools, and support at the right moment. Light Her Way helps fund that pathway. [Link]
Tribute prompt	Who helped light your way? A teacher? A mentor? A colleague? A parent? Dedicate a light in their honor and help another woman build her next step. [Link]
Progress	We have reached [X]% of our campaign goal. Every light represents a donor or partner investing in women's career mobility and advancement. Help us reach the next milestone. [Link]
Sponsor spotlight	Thank you to [Business] for becoming a [Level] Partner in Light Her Way and investing in women's economic opportunity, workforce advancement, and leadership.
Final push	The lights close on [date]. We are \$[amount] from our goal. Dedicate a light today and help fund the next step for women ready to move forward. [Link]

Digital ad variants

Placement	Headline	Body	CTA
Meta	Dedicate a light. Fund a next step.	Honor someone who helped you move forward while supporting career mobility for women.	Donate Now
LinkedIn	Invest in women's career mobility	Help expand access to coaching, workplace-navigation tools, networks, and employer connections.	Become a Partner
Google Search	Support women's career advancement	Dedicate a symbolic light and help fund practical career-mobility support.	Dedicate a Light
Retargeting	Still thinking of someone who lit your way?	Turn that gratitude into a gift that helps another woman build what comes next.	Complete Your Gift

Full print appeal letter

Dear [Name],

Think of someone who helped light your way. Perhaps it was a teacher who recognized your potential, a supervisor who trusted you with a bigger responsibility, a colleague who told you the truth you needed to hear, or a family member who kept reminding you that your next step was possible.

That kind of support can change the direction of a career. Yet many women reach important transition points without access to the coaching, tools, networks, and practical assistance that can help turn potential into progress.

Light Her Way is a campaign to expand that access. Every contribution dedicates a symbolic light and helps support career-mobility programming for women preparing to advance, return to work, negotiate stronger opportunities, enter a new field, or navigate a professional transition.

Your gift may help provide coaching and structured planning, peer learning, workplace-navigation and negotiation tools, employer and mentor connections, or targeted support that makes participation possible. It is a practical investment in women's economic opportunity—and a meaningful way to honor the person who helped you move forward.

Will you dedicate a light with a gift of \$[suggested amount] today? You may give in your own name, in honor of someone who lit your way, or anonymously.

Please return the enclosed pledge card or give online at [campaign URL]. Together, we can make the next step more visible, more supported, and more achievable.

With gratitude,

[Name]

[Title]

Tri-fold brochure copy

Panel	Copy
Front	LIGHT HER WAY Dedicate a light. Fund a next step. A community campaign for women's career mobility and advancement.
The challenge	Talent is everywhere. Access is not. Women navigating promotions, career changes, workforce re-entry, and leadership transitions often need more than information. They need a clear pathway, skilled support, practical tools, and trusted connections.
The response	Light Her Way helps fund coaching, peer learning, workplace-navigation and negotiation tools, employer connections, and participation support.
How it works	Choose a gift. Dedicate a light in honor of someone who helped you. Share the campaign. Receive updates showing progress and learning.
Ways to give	\$50 Spark \$150 Glow \$500 Beacon \$1,500 Guiding Light \$5,000+ Campaign Partner
Back panel	WHO LIT YOUR WAY? Dedicate your light at [URL] [Organization contact information] Participant stories are shared only with informed consent.

Pledge card

YES, I WANT TO LIGHT THE WAY

Gift: ☐ \$50 Spark ☐ \$150 Glow ☐ \$500 Beacon ☐ \$1,500 Guiding Light ☐ Other \$_____

Dedication: ☐ In honor of ☐ In memory of ☐ In recognition of ☐ No dedication

Name of honoree: _____

Dedication message: _____

Donor name: _____

Email/phone: _____

Recognition: ☐ List my name ☐ List dedication only ☐ Anonymous

Payment: ☐ Check ☐ Card online ☐ Invoice/pledge

PART 8

Business Sponsorship & Institutional Funder Language

A stronger offer for partners who need strategic relevance, benefits, outcomes, and stewardship.

Business sponsorship proposition

Light Her Way offers businesses a visible and credible way to invest in women's career mobility while connecting their brand to workforce advancement, economic opportunity, and community leadership. Sponsorship can be positioned not as a transactional logo purchase, but as an entry point into longer-term engagement with women's advancement and the local talent ecosystem.

Level	Gift	Illustrative recognition and engagement
Presenting Sponsor	\$20,000	Top naming recognition; logo across campaign materials; remarks at closing event; employee dedication activation; employer-learning conversation; customized impact update.
Lighthouse Partner	\$10,000	Prominent campaign-page and event recognition; social feature; employee engagement opportunity; ten named lights; midpoint and closeout update.
Constellation Partner	\$5,000	Logo on campaign page and recognition display; partner spotlight; five named lights; campaign results update.
Beacon Business	\$2,500	Name/logo on partner list; social acknowledgment; two named lights; closing update.

Sponsor outreach email

Dear [Name],

I am reaching out to invite [Company] to consider becoming a partner in Light Her Way, a six-month community campaign designed to expand access to career-mobility support for women.

The campaign will help fund coaching, peer learning, workplace-navigation and negotiation tools, employer connections, and practical participation support. It also offers businesses a visible way to align with workforce advancement and women's economic opportunity while engaging employees around mentorship and the people who helped shape their own careers.

Based on [Company's] commitment to [relevant priority], I believe the [sponsorship level] could be a strong fit. Would you be open to a 20-minute conversation next week? I would be glad to share the campaign brief, recognition options, and proposed outcomes.

Sincerely,
[Name and Title]

Institutional funder brief

Light Her Way is a time-bound fundraising and community-engagement campaign supporting the expansion of career-mobility programming for women navigating workforce re-entry, advancement, career transition, or leadership growth.

Campaign resources would strengthen coaching capacity, peer-learning delivery, practical participation supports, employer and mentor engagement, and outcome tracking.

The underlying program model recognizes that women's economic mobility is influenced by both individual access and workplace systems. Direct services would help participants clarify goals, strengthen confidence and negotiation skills, navigate workplace challenges, build professional networks, and implement a practical next-step plan. Employer engagement would create opportunities for learning, referral, mentorship, and stronger understanding of retention and advancement barriers.

Illustrative outputs may include the number of women enrolled and completing programming; coaching sessions and cohort hours delivered; career plans completed; employer or mentor engagements; participation supports provided; and referrals or connections facilitated. Illustrative outcomes may include increased career clarity, confidence, negotiation readiness, job-search or advancement actions, interviews, promotions, wage gains, job transitions, or improved retention. Final targets would be based on validated baseline data and program capacity.

Funders would receive a concise midpoint and closing report with aggregate reach, outputs, early outcomes, participant feedback, implementation learning, and financial use. Personal stories would be shared only with specific, informed consent.

PART 9

Impact, Stewardship & Ethical Storytelling

Strong fundraising continues after the gift and protects the dignity of the people represented.

Illustrative results framework

Level	Illustrative indicator	Evidence source
Reach	Women enrolled, demographic/geographic reach, referral source	Enrollment and participation records
Engagement	Completion rate, coaching sessions, cohort attendance, tools completed	Attendance and coaching logs
Capability	Change in career clarity, confidence, negotiation readiness, workplace-navigation knowledge	Pre/post survey and reflection
Action	Applications, interviews, negotiations, promotions pursued, credentials started, plans implemented	30/60/90-day follow-up
Economic mobility	Job placement, promotion, wage gain, improved hours/benefits, retention	Participant follow-up; employer confirmation where appropriate
Employer engagement	Employers engaged, referrals, mentors, learning sessions, commitments	Partner records and meeting logs

Stewardship sequence

Timing	Donor experience
Within minutes	Automated gift confirmation and receipt.
Within 48 hours	Personal thank-you for major gifts, sponsors, and first-time donors where feasible.
Within 7 days	Dedication confirmation and recognition preference check.
At milestone	Progress update showing amount raised, number of lights, partners, and next objective.
30-60 days after close	Campaign result, use-of-funds confirmation, implementation timeline.
Midpoint	Aggregate reach, early outputs, one consented story or learning insight.
Closeout	Financial summary, results, lessons, gratitude, and continued-engagement invitation.
Renewal window	Specific conversation based on the donor's original motivation and level.

Ethical storytelling standards

Principle	Required practice
Always optional	Declining a story, quote, photo, or event appearance never affects access to services.

Principle	Required practice
Specific consent	Consent distinguishes quote, photo, video, name, employer, geography, platform, and duration of use.
Informed choice	Participants understand the audience, purpose, potential reach, and that online content may be difficult to remove fully.
Review before publication	The participant reviews the final wording, image, caption, and context whenever feasible.
Agency-centered language	Stories focus on goals, choices, skills, action, and systems—not pity, rescue, or exaggerated transformation.
Revocation process	The organization provides a clear contact and removes content where feasible if consent is later withdrawn.
Data minimization	Only information necessary for the campaign purpose is collected and shared.

PARTICIPANT-FACING CONSENT MESSAGE

You may be invited to share a quote, story, photo, or video about your experience. Participation is entirely optional. You may agree to some uses and decline others. Your decision will not affect your eligibility, coaching, services, or relationship with the organization. You will have the opportunity to review the final content before publication whenever feasible.

CONCLUSION

What a Real Client Engagement Would Add

This sample demonstrates capability; a live campaign would be built from verified organizational facts and relationship data.

For a real organization, the campaign would be customized after reviewing the approved program and budget, participant capacity, evidence of need, historical fundraising performance, donor and sponsor relationships, board engagement, brand guidelines, communications channels, legal and privacy requirements, and the organization’s ability to deliver and report on the proposed results.

Potential final deliverables

Workstream	Deliverables
Campaign strategy	Goal logic, case for change, audience segmentation, gift chart, timeline, roles, risks, dashboard.
Messaging	Case for support, message guide, audience-specific asks, talking points, FAQs, objection handling.
Digital	Landing page, email sequence, social calendar, digital ads, thank-you and progress updates.
Print and events	Appeal letter, brochure, pledge card, signage, donor wall copy, event script/run-of-show.
Sponsorship	Partner proposition, sponsorship menu, outreach emails, meeting deck copy, recognition plan.
Funder materials	Institutional brief, outcome framework, budget narrative, reporting template.
Implementation tools	Prospect tracker, solicitation assignments, content calendar, stewardship schedule, consent tools.

FINAL CAMPAIGN LINE

Light Her Way turns gratitude into opportunity: honor the person who helped you move forward, and help make the next step more accessible for someone else.

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