

Finance: Funding Outreach Blurb Template

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About: This template helps community organizations craft short, engaging funding blurbs for newsletters, email blasts, or social media. It is modeled after the TRUE x Beacon Climate outreach about their electric school bus and Vehicle-to-Grid concept at The Loft CCRH.

Usage Description: This template can be followed to write a blurb in an effort to search for funding channels to support a CCRH (Clean Energy Community Resilience Hub) project.



Funding Outreach Blurb Template

Objective:

This template helps community organizations craft short, engaging funding blurbs for newsletters, email blasts, or social media. It is modeled after the TRUE x Beacon Climate outreach about their electric school bus and Vehicle-to-Grid concept at The Loft CCRH.

How to Use

1. Use the planning prompts below to create your own outreach blurb.
2. Keep the tone conversational but mission-driven.
3. Use this to spark funding interest, attract advisors, or build new partnerships.
4. Share in newsletters, LinkedIn posts, grant reports, or targeted outreach emails.

Blurb Planning Guide

Headline

Tip: Use a playful or compelling title (e.g., 'A School Bus That Brings a Different Kind of Magic')

Write here: _____

Opening Hook

Tip: 1 sentence that makes people curious or inspired.

Write here: _____

Project Context

Tip: Where this fits into your larger CCRH or community project.

Write here: _____

Creative Solution

Tip: What you're trying to do — e.g., launch a mobile training unit, deploy an EV fleet, grow a rooftop farm.

Write here: _____

Why It Matters

Tip: How this solution supports equity, resilience, or sustainability.

Write here: _____

What You're Looking For

Tip: Be clear: are you seeking funding, equipment, knowledge, or collaborators?

Write here: _____

Call to Action

Tip: Provide a name, email, or QR code for people to follow up.



Funding Outreach Blurb Template

Write here: _____