We help organizations become better positioned to secure funding

Organizations are evaluated long before the grant application itself. Funders are looking for evidence of a sound strategy, credible programs, organizational capacity, clear communication, and consistency between what an organization says and what funders can see.

Write Design Group helps bring those pieces into alignment. We work across strategy, evidence, messaging, and materials so organizations can make a credible case and earn decision makers' confidence.

What we help address

- Strategy that exists but isn't clearly connected to programs, priorities, or funding needs
- Evidence and organizational knowledge that haven't been captured or organized
- Messaging that varies depending on who is telling the story
- Materials that don't reflect the strength of the organization
- Important information that lives with individual staff members rather than with the organization
- Disconnects between what an organization says, what its materials communicate, and what a funder finds independently

How we work

We use our OPTIC^2 system to look across the organization rather than treating communications, strategy, evidence, and operations as separate challenges.

Our work may begin with a Funder Ready assessment, focus on a specific gap, or help build the foundations and materials needed for a significant opportunity.

What changes

The result is not simply better communication. It is greater organizational clarity and a stronger case for investment.

Organizations leave the work better able to explain what they do, demonstrate why it matters, substantiate their claims, and present a consistent case wherever a decision maker encounters them.

Who we help

Established organizations have meaningful programs, evidence, and credibility, but those strengths aren't fully aligned or clearly expressed. We often begin with a Funder Ready assessment that shows where a funder's confidence is strong and where there are gaps. We're frequently called in when an organization is preparing for a capital campaign or new funding sources, getting ready to scale, rebuilding its board, or navigating an executive leadership transition.

Newer organizations don't need an assessment. They need a foundation. We help them get organized, teach them the system, and, when they need it, build their communications and brand identity, so they're ready to earn funder confidence as they grow.

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Funder Ready powered by OPTIC²™

The OPTIC² model organizes what decision makers actually evaluate into six connected layers, giving organizations a clear way to spot gaps, reduce inconsistency, and build the kind of alignment that funders trust.

It can help organizations assess what is true now, decide what to strengthen next, and maintain stronger systems over time.

Together, these six layers help organizations become easier to understand, easier to trust, and easier to fund.

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The six layers of OPTIC²

The examples below show the kinds of materials each layer may include, not a complete list.

O **Operations** *Can you manage funding once you receive it?*

Internal systems and practices that demonstrate organizational readiness. Funders are not just investing in a mission. They are also investing in your ability to manage risk, meet requirements, and follow through.

Grant calendar · Reporting systems · Proposal workflow · Staff capacity map

P **Public Presence** *Do funders see a consistent story everywhere they look?*

How you present yourself to the world. Funders do not rely on proposals alone. They check your website, Candid profile, social channels, and search results. This layer treats your public footprint as a managed system, not a loose collection of channels.

Website · Candid profile · Social consistency · Press mentions

T **Trust** *Can a funder trust you with their dollars?*

The essential documents and signals funders review to assess organizational health, governance, and risk. When these pieces are messy or missing, funders hesitate — even when the mission is compelling. Trust is the price of admission.

Board list · Audited financials · Data privacy policy · Conflict of interest policy · Insurance certificates

I **Identity** *What is the approved version of who you are?*

Your mission, positioning, claims, and standards that everything else should reflect. When Identity is clear, every other layer becomes easier to build, align, and maintain.

Mission, values · Impact claims · Brand standards · Service area statement

C **Credibility** *What do you do, and what demonstrates that it works?*

Program architecture, evidence, and evaluation systems that show your approach is logical, intentional, and effective. Funders want to know you are not guessing. They want structure, rationale, results, and a reliable system behind them.

Evaluation methods · Pipeline tracker · Impact numbers · File organization

C **Communications** *Can you tell your story consistently across every format?*

Ready-to-use narrative assets and reusable content built from Identity and Credibility — never invented separately. This layer includes the boilerplate, copy blocks, and Funder Ready language that reduce rewrites and keep messaging aligned as the organization grows.

Organizational boilerplate · Case for support · Program copy blocks · FAQs

The OPTIC² model and the Funder Ready framework were developed by Write Design Group.