



WRITING ASSIGNMENTS

Writing is integral to every step of the fundraising process – cultivating potential prospects, soliciting potential donors, acknowledging donors’ generosity, and reporting on the impact of their contributions. Good writing enables an organization to reach and position itself to its various constituencies, be they individuals (trustees, patrons, alumni, parents, members, or friends) or institutions (foundations, corporations, or government agencies).

A well-written piece – whether a grant proposal, funding report, thank-you letter, press article, or blog – conveys the organization’s passion for its mission and inspires others to join in supporting its important work.

As founder and president of Caruso Consulting Corporation, Karen Caruso has over 20 years of experience writing on behalf of children and youth, higher education, land and wildlife conservation, Native Americans, health care, public service, and arts and cultural programs.

Our writing services include:

- Grant proposals to foundations, public agencies, and corporations, including corporate sponsorship opportunities
- Case statements, major gift proposals, and related campaign materials, including pieces on donor recognition opportunities
- Funding reports to apprise donors of the impact of their generosity
- Brochures or fact sheets to provide a concise overview of the organization and its key programs
- Web site copy to provide information on an organization’s mission, services, accomplishments, leadership, finances, staff, and supporters
- Blogs and articles to keep donors and constituents abreast of recent developments, upcoming events, important trends, etc.



KAREN CARUSO

As founder and president of Caruso Consulting Corporation, Karen Caruso has over 20 years of experience in the nonprofit sector. Since 2001, she has been an independent consultant to such clients as Sesame Workshop (*Sesame Street*), the Wildlife Conservation Society, the Trust for Public Land, and The After-School Corporation. During that time, she also provided grantmaking advisement services to the Oneida Nation Foundation. In addition, Ms. Caruso has an abiding interest in career development and a long history of advising individuals on career planning and job search strategies.

Prior to starting her consulting practice, Ms. Caruso spent eight years at New York University, during its First and Second Billion Dollar Campaigns, working in foundation relations, major gifts, and alumni annual funds. Previously, she handled corporate relations at the Police Athletic League and New York Blood Center.

Before joining the nonprofit sector, Ms. Caruso worked in Account Services at Grey Advertising. There she managed media planning, creative development, and broadcast and print production for such clients as Bloomingdale's, Playtex, and Remington. Prior to Grey, she worked in sales in the fashion industry.

Ms. Caruso served on the board of directors of Women in Development (WID), New York, and is a current member of WID, BoardSource, and the Association of Fundraising Professionals. She received a B.S. in Marketing from St. John's University and a certificate in Adult Career Planning and Development from New York University.