

Investor Communications & Content Architecture

Faith-Based Endowment Fund

Comprehensive content overhaul for a philanthropic endowment fund targeting high-net-worth donors: investor brochure, website copy, pitch deck, and content framework architecture.

SCOPE OF ENGAGEMENT

Investor Brochure · Website Content Architecture · Pitch Deck Revision · HNWI Targeting · UX Copywriting · Editorial Strategy

THE BRIEF

A Fund Without a Voice

A newly established endowment fund, created to support faith-based cultural and educational initiatives on a global scale, needed to overhaul its entire communications infrastructure. The fund had assembled an experienced team of investment professionals and philanthropic leaders, but its outward-facing materials (a slide deck, a nascent website, and various investor-facing documents) were not yet fit for purpose. The primary audience was high-net-worth individuals with deep ties to the cultural community, and the existing materials lacked the strategic coherence, persuasive structure, and editorial polish needed to convert interest into commitment at that level.

CLIENT	AUDIENCE	SCOPE	RESULT
Faith-based endowment fund	HNW donors, seed gifts over £50,000	37-slide brochure, pitch deck, six-section website	One voice across every format

THE CHALLENGE

The existing slide deck had structural problems at every level: slides were misordered, key information was buried at the back, messaging was inconsistent across sections, and the tone wavered between institutional formality and informal shorthand. The website repeated many of these issues. More fundamentally, there was no content architecture, no considered sequence to guide a prospective donor from initial interest through to understanding the fund's thesis, feeling confidence in the team, and choosing to commit capital.

MY ROLE

I was engaged to restructure and rewrite the fund's communications from the ground up. This included a complete slide-by-slide overhaul of the 37-slide investor brochure (resequencing, new content, and strategic commentary for the design team); a condensed pitch deck variant for different presentation contexts; full website content architecture and page copy across six sections; a donation page designed to convert interest into action; and ongoing editorial direction covering imagery, UX hierarchy, and tone of voice for the HNWI audience.

WHAT WAS AT STAKE

The fund was seeking seed donations in excess of £50,000 per individual. Every word, every slide sequence, and every page of the website needed to earn the trust of people accustomed to institutional-grade communications. A misplaced slide, an unconvincing paragraph, or a poorly structured ask could cost the fund its most important early relationships. The content had to project competence and operational maturity while also speaking to the cultural and spiritual motivations that would ultimately drive the decision to give.

STRATEGIC APPROACH

Restructure, Then Refine

My first move was structural. Before touching any copy, I mapped the information architecture of the investor brochure and identified the core problem: the deck's most important content (the direct ask, the investment thesis, the case studies) was either buried at the back or presented without adequate framing. I resequenced the document to follow the persuasive logic a high-net-worth donor would expect: mission, strategic rationale, credibility signals, investment mechanics, impact evidence, and finally a concrete, multi-channel call to action.

DELIVERABLES

01 Investor Brochure (HNWI Version)

The 37-slide brochure was restructured from scratch into a coherent narrative arc (Overview, Investment Strategy, Dispersion Strategy, Case Studies, Donations), with new section headers, new slides, and extensively revised copy throughout. I moved the fund's direct ask, previously the final slide, to an early position as a primer, then reprised it at the close with specific donation mechanisms and calls to action. Every revision came with an annotated companion document explaining the strategic rationale to the design team, covering slide placement, image selection, and tone calibration for the HNWI audience.

02 Website Content Architecture & Page Copy

I designed the content framework for a six-section website (About Us, Team, Investment Strategy, Donate, Download Brochure, Contact) and wrote the copy for each page. The About Us page established the fund's strategic positioning and addressed a gap in the sector head-on. The Donate page was built to convert: it made the case for giving, then channelled intent through tiered donation pathways, including a personal consultation booking for major gifts. I also provided revision notes on content hierarchy, image selection, and semantic associations, for instance recommending against child-focused imagery on the homepage, which would have narrowed the fund's perceived scope for casual visitors.

03 Condensed Pitch Deck & Ongoing Editorial Direction

Alongside the full brochure, I produced a condensed pitch deck that distilled the fund's mission, problem-solution framing, and ask into a format suitable for live presentation. I also provided ongoing editorial direction across all materials: flagging slides that would date quickly and recommending evergreen alternatives, keeping the tone of voice consistent, and advising on the practicalities of maintaining parallel digital and print versions of the brochure. This included guidance on terminology that could age poorly once the fund moved beyond its seed phase.

WORKING METHOD

Strategy and Execution in Tandem

Every deliverable came in two layers: the content itself, and a companion commentary explaining the reasoning behind each decision. The client and their design team could implement changes with a full understanding of the underlying logic, and adapt intelligently when circumstances changed.

STRATEGIC DECISIONS

- Moving the donation ask from Slide 34 to Slide 7 as an early primer, then reprising it at the close with concrete mechanisms, a technique borrowed from direct response.
- Resequencing the brochure to follow a persuasive logic: credibility first (team, governance), then thesis (investment strategy), then proof (case studies), then the ask.
- Recommending “brochure” over “deck” to signal permanence and authority to an HNWI audience.

EXECUTION DETAIL

- Line-level copy editing across 37+ slides, calibrating register for sophisticated donors while preserving the fund's cultural voice.
- Advising against a child-heavy montage on the homepage, which would suggest a children's charity to anyone skimming.
- Flagging temporal language (“currently seeking seed donations”) that would date print materials, with evergreen alternatives.
- Tiered donation pathways: general information for smaller commitments, and personal consultation booking for gifts over £50,000.

OUTCOMES

01 Investor-ready communications suite

The fund moved from a disjointed slide deck to a coherent, multi-format communications system: a restructured HNWI brochure, a condensed pitch deck, a complete website, and a donation pathway built for conversion, all speaking with one voice.

02 Persuasive architecture for high-value conversion

The restructured brochure and donation page were designed to convert interest into commitment from donors making five-figure-plus contributions, with clear escalation paths and confidence-building sequencing.

03 Operational clarity for the design team

The annotated companion documents meant the client's design and web teams could implement changes independently, with a full understanding of the strategic intent behind every editorial and structural decision.

04 Content that could evolve with the fund

By flagging temporal dependencies and recommending evergreen alternatives, I made sure the materials would remain usable as the fund moved beyond its seed phase without requiring a wholesale rewrite.

This project has been anonymised to respect client confidentiality. All strategic reasoning, deliverable descriptions, and process details are accurate representations of the work performed. Specific organisation names, fund details, and identifying cultural references have been altered.