



Capital Project Pitch Deck Template



The Capital Project Pitch Deck Template was designed to support nonprofit and community-based leaders in developing a compelling pitch deck for real estate and capital projects that center equity, ownership, and long-term community impact.

This pitch deck template is intended to complement a broader case statement and help structure your narrative, financial story, and community impact. You may not yet have all the information needed to complete each section—use this as a tool to identify gaps, clarify your strategy, and guide next steps.

Make this your own: customize the design, visuals, and language to reflect your organization's identity, community, and project vision.



Project Introduction

Purpose:

Introduce the project in a clear and compelling way so funders immediately understand what is being built, who it serves, and why it matters.

What to write:

Provide a brief overview of the project, including:

- project name
- organization name
- total project cost
- funding request
- short statement describing the community impact the project will create

Suggested visual:

Use an architectural rendering, conceptual illustration, or site photo that helps audiences quickly visualize the project.



Vision Statement

Purpose:

Paint an aspirational picture of what the community will gain once the project is complete.

What to write:

Describe the future the project is helping create, including how the space will improve opportunity, stability, connection, or quality of life for the community.

Suggested visual:

Use a conceptual rendering, community-centered photo, or future-use illustration that reflects the project's long-term vision.



Mission Alignment

Purpose:

Show how the project directly advances the organization's mission and long-term goals.

What to write:

Briefly explain how the project strengthens the organization's work, expands impact, or supports an existing community need the organization is uniquely positioned to address.

Suggested visual:

Use organizational photos, program images, or visuals that reflect current community impact and engagement.



Why Now

Purpose:

Create urgency by explaining why this project is needed at this moment.

What to write:

Describe the current challenges, opportunities, or market conditions driving the need for the project, such as rising displacement, increased demand for services, or the loss of community-controlled space.

Suggested visual:

Use simple charts, infographics, or neighborhood data visuals that illustrate the urgency behind the project.



Location and Project Context

Purpose:

Help audiences understand why the project location is strategic and important to the community.

What to write:

Describe the neighborhood, nearby community assets, and the specific reasons this location supports the project's goals and long-term impact.

Suggested visual:

Use a map, aerial image, parcel outline, or neighborhood context graphic that highlights the project site.



Project Description

Purpose:

Clearly explain the physical scope and components of the project.

What to write:

Summarize the type of project, building size, primary uses of the space, as well as any major development phases, renovations, or construction elements.

Suggested visual:

Use architectural concepts, floor plans, diagrams, or renderings that show how the project will function.



Community Impact

Purpose:

Demonstrate the measurable benefits the project will create for the community.

What to write:

Highlight the project's expected outcomes, such as residents served, jobs created, organizations supported, or long-term social and economic benefits.

Suggested visual:

Use Key Performance Indicators (KPI) graphics, impact dashboards, or simple metrics to clearly communicate community outcomes.

Example KPI Format

1,500
residents served
annually

25 local
jobs
created

10 community
organizations
housed

**Permanent
cultural
gathering space**

Programmatic Use

Purpose:

Show how the space will be actively used to support programs and community needs.

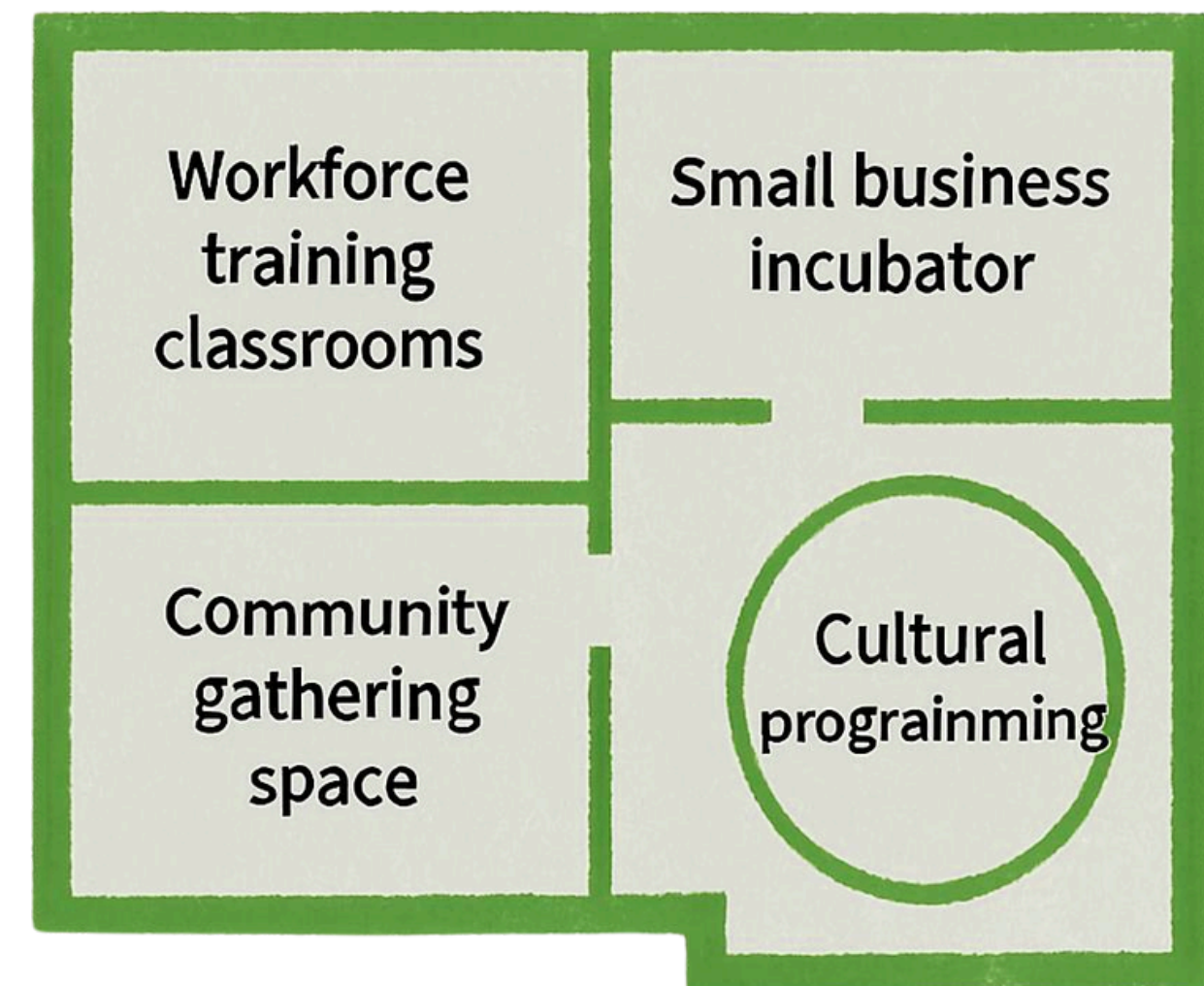
What to write:

Describe the programs, services, and activities that will operate within the space and explain how the design supports those uses.

Suggested visual:

Use annotated floor plans, program diagrams, or visuals showing how people will interact with the space.

Example Annotated Floor Plan



Project Timeline

Purpose:

Demonstrate project readiness, momentum, and a realistic implementation plan.

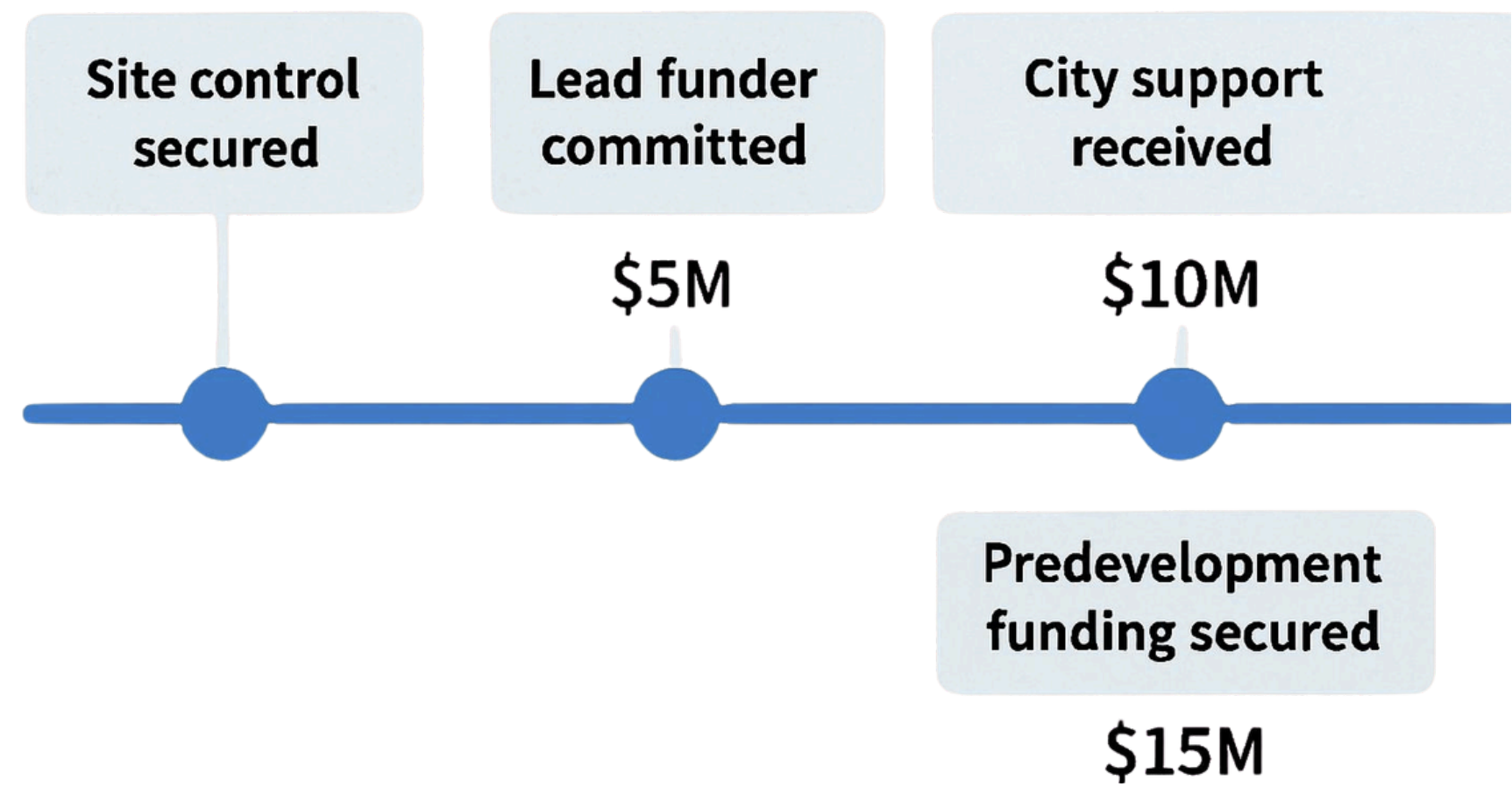
What to write:

Summarize major milestones completed to date, current progress, upcoming phases, and the anticipated project completion timeline.

Suggested visual:

Use a graphic timeline, milestone roadmap, or phased implementation graphic to convey progress over time.

Example Timeline Format



Financial Overview

Purpose:

Provide a simple and transparent overview of the project's financial picture.

What to write:

- total project cost
- funding secured to date
- pending funding
- remaining funding gap

Suggested visual:

Use pie charts, bar graphs, or funding breakdown graphics to clearly illustrate project financing.



Capital Stack and Partners

Purpose:

Explain how the project will be financed and identify the partners helping move it forward.

What to write:

Describe the mix of financing sources supporting the project, including grants, loans, philanthropy, tax credits, equity, or mission-aligned investment partners and summary of what they are funding (e.g., government grant paying for land acquisition).

Suggested visual:

Use a capital stack diagram, partner logo wall, or layered financing graphic.



The Project's Team

Purpose:

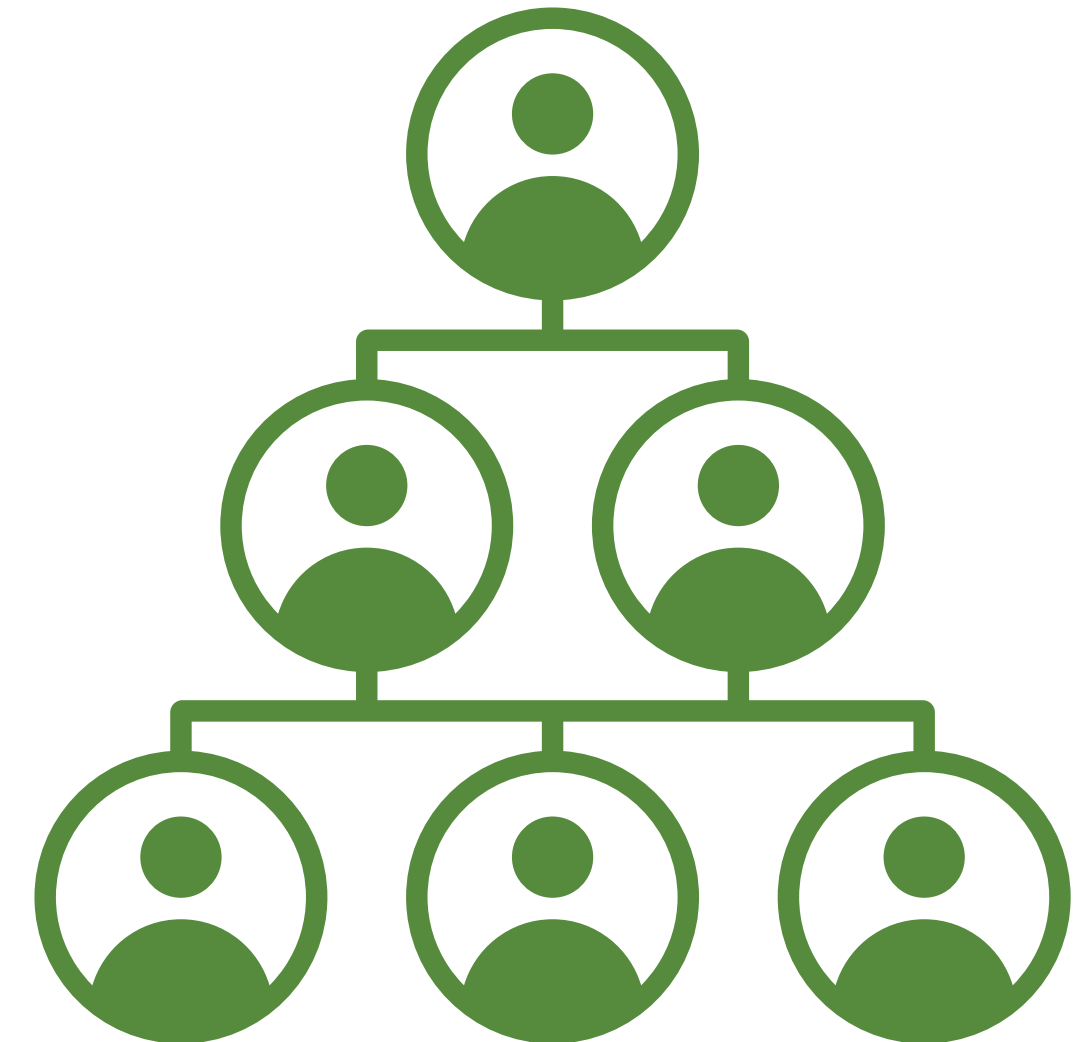
Demonstrate capacity, build trust, and showcase that the project has the leadership necessary to turn a vision into reality.

What to write:

Introduce the key staff, development partners, advisors, and community collaborators involved in the project and briefly describe the expertise they bring.

Suggested visual:

Use professional headshots, partner logos, or a team structure graphic that highlights leadership and collaboration.





Call to action: A specific next step your audience can take.

- **Fundraising** (e.g., “Join us in raising the final \$3M to make this vision real”).
- **Advocacy** (e.g., “Help us secure city support and zoning approval”).
- **Partnership** (e.g., “Bring your expertise and join our project team”).

Contact's Name, Title
name@example.com, phone



Ready to move your community-oriented capital project forward?

If you'd like feedback or support on your pitch materials, connect with the Greenlining the Block team at **gtb@greenlining.org**. We're here to help you strengthen your pitch and bring your vision one step closer to reality.