

# Guidelines for Writing Project Snapshots

## What are project snapshots?

Project snapshots describe the essence of your project in two to four sentences. CitizensNYC uses these snapshots to share your work with our board, funders, grantee partners or potential applicants, and other stakeholders and for promotional purposes.

## Guidelines and Tips

- The essence of the project should be immediately apparent. **Focus on your specific project**, *not* your overall work or past achievements.
- Be succinct and straightforward; avoid verbiage, vague references, colloquial language and redundancy; spell out abbreviations.
- Write only in the **present progressive tense** throughout the project snapshot.
- Begin the first sentence with your group name. When referring to your group, use “its” vs. “their.”
- Pay attention to sentence structure and grammar; avoid using passive voice.
- **Avoid specifics** like # of workshops, size of lot, length of program; try to avoid including the neighborhood, unless essential.

## Project Snapshot Examples

**300 Halsey Street Block Association** is spearheading a beautification effort by lining the block with perennials and planters. Through this project, residents new and old are motivated to maintain the physical character of the neighborhood.

**Brooklyn House of Culture** is creating a socially responsible and culturally sensitive mural at a food pantry with discarded, industrial, non-biodegradable plastic and glass. Food pantry clients are participating in the creation of the mural, alleviating the stigma often associated with food insecurity.

**Art and Resistance Through Education** is developing the artistic and organizing skills of youth, primarily young women of color. It is teaching youth how to develop and implement arts-based workshops for their peers, focusing on poverty, racism, and incarceration. The project is culminating with the collaborative creation of a mural that serves to both beautify as well as raise awareness about human rights issues important to youth participants.

## Good and Not So Good Snapshot Example Comparison

**Good: Bay Ridge Storefront Art Walk** is involving Brooklyn-based artists in creating site-specific work to be installed in a diverse range of stores along a local business improvement district. It is also hosting pop-up exhibitions and public programs featuring past and present participating artists. Through the project, the group is supporting artists, promoting small businesses, and providing free art to the community.

**Not So Good: Bay Ridge Storefront Art Walk** is soliciting proposals from Brooklyn-based artists to create works of art that will be installed in front of businesses along the avenue. The group is expanding their programming beyond storefront installation and is hosting pop up exhibitions and public workshops.