



# Philadelphia Accelerator Fund

Access to Capital. Entry to Opportunity.

## MESSAGE MAP

### A message map is a:



Framework to tell  
your story



Tool to align your  
organization and ensure  
consistency of key  
messages



Hierarchy of  
messaging that  
hooks people quickly,  
then scales your  
story gracefully

Done well, a message map quickly answers the question:  
“What’s in it for me?”

## MESSAGING

### Key Message 1: Non-Traditional

- Not one-size-fits-all lending. Faster and more flexible loan products and terms
  - Less rigid/less intimidating underwriting standards to counter real and perceived systematic barriers to lending
  - Focus on project's timely impact minimizes costs, giving borrower a better sense of financial control
  - Fills project gaps and leverages financing from conventional sources
- 

#### Descriptors

- Accessible Options
- Affordable Lending
- Less Rigid
- Flexible Terms
- Independent
- Friendly Guidance
- Leveraged Funding
- Public/Private Partnerships

### Key Message 2: Inclusive

- More equitable access to capital to create, expand or preserve affordable housing
  - Focus on Black and Brown developers and other underserved, small-scale minorities
  - Allows minority developers to qualify for more affordable debt
  - Support services and mentoring helps foster successful project completion
- 

#### Descriptors

- Minority-Owned
- Women-Owned
- Underrepresented
- Underserved
- Breaking Down Barriers
- Small-Scale Developers

## MESSAGING

### **Key Message 3: Socially Conscious**

- Nonprofit funding for needed affordable housing, comprised of public grants and private philanthropy
- High affordable housing impact projects take priority
- Mission-driven lending standards to drive meaningful community change
- Encourages community involvement and vision for growth

---

### **Descriptors**

- Impactful
- Mission-Driven
- Project Centered
- Preservation
- Stabilization
- Expansion
- Growth-Minded
- Community Involvement

**PAF supports the Affordable Housing Community in Philadelphia through Non-Traditional Loan Products for Historically Disadvantaged Developers**

