

Case for Support Development

- Your case for support should address the following points in clear, concise, easily understood language that appeals to both hearts and minds.
- Before putting into use broadly, get agreement – is this the story your organization wants to tell? Does your Board agree on the fundraising priorities described?
- Use the case for support as your source document for development of promotional materials, web content, grant applications, funding proposals, etc.
- Revisit your case for support as part of your annual business planning cycle – has anything changed? (Projects completed, new priorities identified, etc). Reflect this in our updated case year to year.

Key Considerations – What Donors Want to Know:

History of Your Organization and its Relationship to Community. Why and how did your charity come into existence? Describe its strong roots, credibility and record of success. Keep it brief – enough to convey the important information, but remember that the focus of the case for support should be on the future.

The Problem and the Opportunity. A statement of the problem or challenge that creates the need for your charity's work and reasons for raising funds. How will your work make a difference to people, society, the world? Connect to the reader. Remember, it's about them at this point, not you. Why would they care about the changes your charity is trying to achieve?

Proposed Solution – The Plan. Outline your plan for solving 'the problem' and what it will take to do so. What's the timeline? Answer the following questions – with the help of donors, what do you plan to do, by when, and how will things be different as a result?

Your Organization's Unique Role in This. Why is your organization best qualified to respond to the problem or meet the challenge. Demonstrate your progress, traction, momentum, credibility, readiness to act/create change.

The Financial Picture. Lay out your financials simply and clearly. What funding do you know you have in hand, from where? How much more is required to meet the objectives of your plan. How will more funding make a difference – eg) 'x' more students/schools served, 'y' projects undertaken resulting in 'z' (describe projected outcomes). How do you plan to raise the additional funding and what evidence points to your likely success in achieving it (describe your track record succinctly).

The Investment Opportunity and Acknowledging Donor Support. Articulate the ask – what is the call to action for the reader – what do you want them to do? How do you intend to thank/engage them in your organization’s work as a result of their gift(s)?

At a high level, detail your funding opportunities:

- Capital
- Operating
- Education Programming
- Research
- Endowment
- Other - specify

Leadership. Who are the community leaders/partners that are already involved in your charity’s work? List the stakeholders and existing partners already involved and their connection to the project – Board, major funders, agency partners, etc.