



GETTING STARTED WITH A CASE FOR SUPPORT

By Anita Durel

What initially compelled you to get involved with your organization? What did you see as the most important work? What did you value in the mission and the work?

CRITICAL COMPONENTS OF A CASE FOR SUPPORT

- Mission
- History
- Past Accomplishments
- Vision:
- Goals/Strategies
- Needs and Opportunities for Support

Whether organizing your annual fund drive or a comprehensive campaign, carefully explaining what you do, why you do it, your vision and plans, the benefits of your work, and how the community can participate are basic and necessary facts to identify. Before drafting a Case for Support, give some thought to the stories you can tell to elicit emotions, instill confidence, evoke a sense of history. Be mindful of who you are writing for--the prospective donors. How can you provide proof that you are worthy and that the plan will work? Seek compelling language as you answer the following and outline your Case statement:

1. Why does your organization exist? What issues were you organized to solve?
2. Why is this work important?
3. Who benefits from your work? How?
4. What makes the work or its delivery distinctive? Unique?
5. Why should the community care about your work?
6. What are your goals? Vision? What are you raising money for? What will you accomplish?
7. How will donor contributions make a difference? Specifically, how will money be used? How will donor gifts be recognized?
8. Will growth in the annual fund or a new initiative/campaign affect or transform the organization? Impact services?
9. If you closed your doors tomorrow, would there be a void? What would be lost? Who would care? Why?
10. Does any of this matter? Who cares? What difference do you really make?