

---

## USES OF THE CASE FOR SUPPORT

---

By Anita Durel

Those who contributed to the development of the Case have been on an exploratory journey that has uncovered the passion behind your mission. Their work should produce a summary that is capable of influencing and attracting others to support your organization and your work. The Case can be of benefit internally as well as externally as the following uses for the Case demonstrate.

1. *Raise Money – for annual operations, foundation, corporate, and individual support, and campaigns.*
2. *Build trust by testing the Case in focus groups, in a pre-campaign feasibility study, or other surveys to learn what interests the public.*
3. *Advocacy – as language to use in power points and as talking points for board and staff to use with guests, at functions, and through community speaking engagements. Make sure that the message of your efforts, your value, and needs comes across.*
4. *Education and Training – training for board and staff including orientation, team building, creating a personal story for their elevator speech*
5. *Promotion and Marketing - “It’s not what you’re selling but what they’re buying.” Are you using the Case in promotion? Has it changed perceptions and commitment? Are the agreed upon priority messages being conveyed?*
6. *Board Recruitment – Is the board nominee as interested in your Case for Support as they are in getting their name on the Board roster? The Case is an outline of the board agreement--it is the work outlined in the Case that a new board member is agreeing to support.*