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# BUILDING YOUR CASE FOR SUPPORT





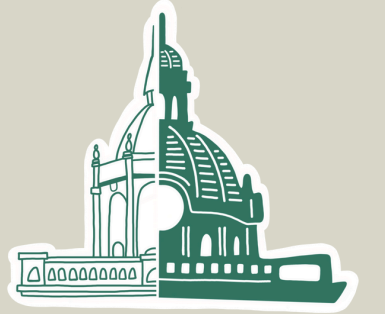
# WHAT IS A CASE FOR SUPPORT?

## ANSWERS THE QUESTIONS:

WHY DOES YOUR ORGANIZATION  
EXIST?

WHAT PROBLEM ARE YOU TRYING TO  
SOLVE?

HOW MUCH DO YOU NEED TO RAISE  
TO ACCOMPLISH YOUR GOALS?



# 10 ELEMENTS OF A CASE FOR SUPPORT

**THEME  
NEED  
MISSION  
IMPACT  
PROGRAMS  
ACCOMPLISHMENTS  
VISION  
BUDGET  
GIFT PLAN  
LEADERSHIP**

# THEME



**FEEDING THE HUNGRY**



**RESTORING HOPE**



**BUILDING COMMUNITY**

THE THEME SETS THE EMOTIONAL AND NARRATIVE FOUNDATION FOR YOUR CASE FOR SUPPORT, ENCAPSULATING YOUR MISSION IN A SINGLE, ACTION-DRIVEN PHRASE. THIS SECTION INTRODUCES THE VISUAL IDENTITY OF YOUR CASE, USING COMPELLING IMAGES AND GRAPHICS THAT SPEAK TO THE HEART.



# THE NEED

## THE ISSUE

YOUR ORGANIZATION EXISTS TO ADDRESS A CRITICAL ISSUE IN THE COMMUNITY, SO START WITH THE MOST COMPELLING STATISTIC THAT HIGHLIGHTS THE PROBLEM.

## SOLUTIONS, NOT SPREADSHEETS

DONORS WANT TO HELP WITH YOUR MISSION, NOT YOUR BUDGET. POSITION YOUR NEED AS AN OPPORTUNITY TO CREATE REAL CHANGE.

## NO ASK

DO NOT MAKE A SPECIFIC ASK IN THIS SECTION!



# MISSION



THE MISSION STATEMENT IS THE FOUNDATION OF YOUR ORGANIZATION'S WORK, SERVING AS THE ANSWER TO A PRESSING NEED IN THE COMMUNITY. CRAFT A STATEMENT THAT CLEARLY DEFINES WHY YOUR ORGANIZATION EXISTS AND ACTS AS THE DRIVING FORCE BEHIND EVERY INITIATIVE. A COMPELLING MISSION STATEMENT SHOULD BE CONCISE YET POWERFUL, SUMMARIZING YOUR PURPOSE IN A SINGLE SENTENCE WHILE INSPIRING ACTION AND SUPPORT.



# IMPACT



**STORIES**



**IMAGES**



**NUMBERS**

THE IMPACT OF YOUR ORGANIZATION EXTENDS FAR BEYOND IMMEDIATE ASSISTANCE, IT TRANSFORMS LIVES AND STRENGTHENS THE ENTIRE COMMUNITY. USE REAL STORIES TO ILLUSTRATE THIS LASTING CHANGE AND MAKE THE VALUE OF YOUR WORK TANGIBLE.





## WHO AND HOW YOU SERVE

EXPLAIN HOW YOUR PROGRAMS BRING YOUR MISSION TO LIFE AND WHAT SETS YOUR ORGANIZATION APART.

## PURPOSE

HIGHLIGHT KEY ACTIVITIES, SERVICES, OR INITIATIVES THAT MAKE YOUR APPROACH EFFECTIVE.

## WORK IN ACTION

ENSURE THAT THIS SECTION PAINTS A CLEAR PICTURE OF YOUR WORK IN ACTION, SHOWING DONORS EXACTLY HOW THEIR SUPPORT DRIVES CHANGE.

# PROGRAMS





# ACCOMPLISHMENTS

## TANGIBLE IMPACT

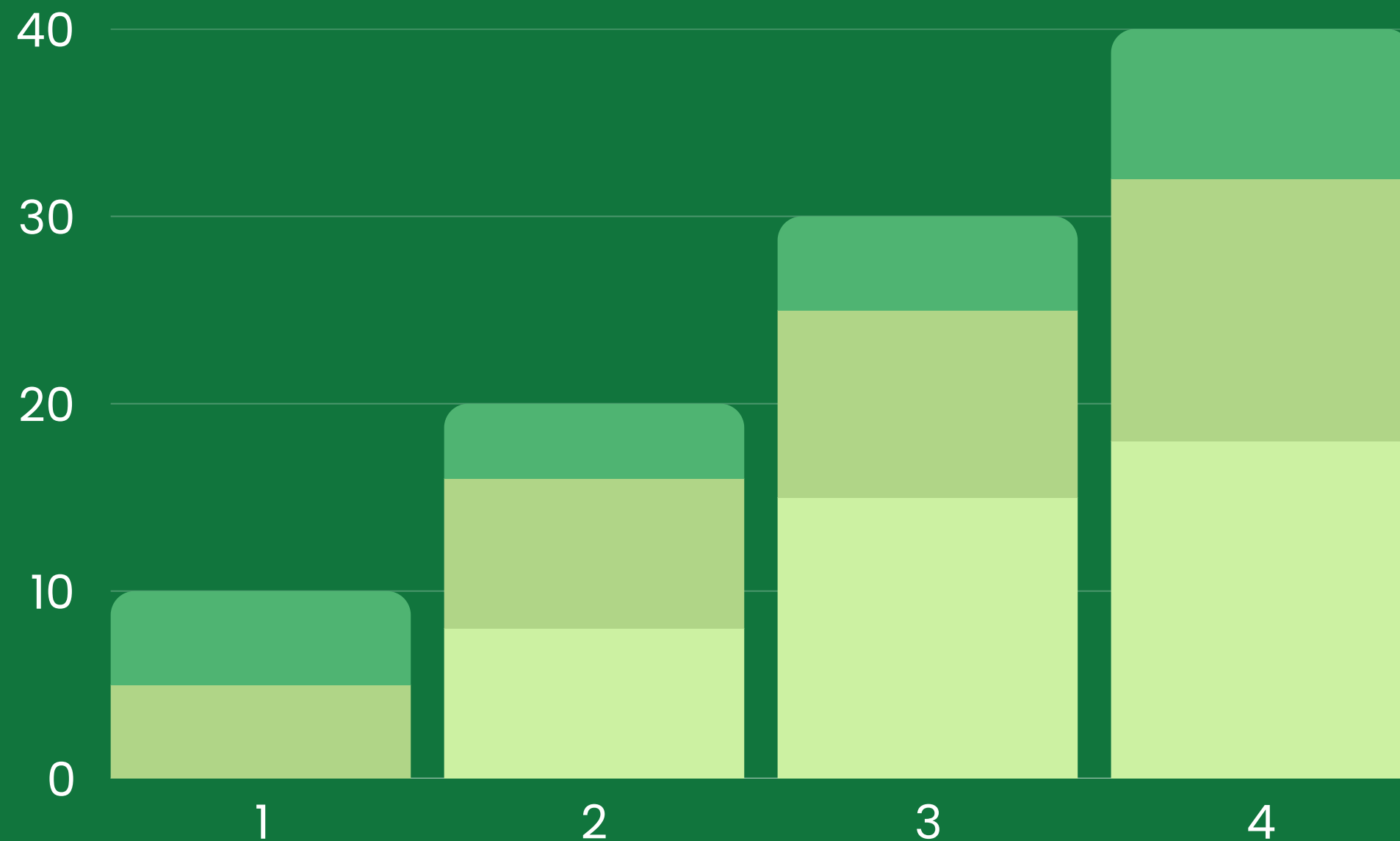
SHARE STATISTICS THAT DIRECTLY RELATE TO YOUR ORGANIZATION, SUCH AS HOW MANY PEOPLE YOU SERVED, HOW MANY INDIVIDUALS PARTICIPATED IN YOUR PROGRAMS, OR OTHER RELEVANT METRICS.

## ANECDOTAL AND OBJECTIVE DATA

PERSONAL STORIES THAT HIGHLIGHT INDIVIDUAL TRANSFORMATIONS AND MEASURABLE OUTCOMES LIKE PROGRAM COMPLETION RATES OR IMPROVED QUALITY OF LIFE

## PRESENT IN MULTIPLE WAYS

USE A MIX OF STATISTICS, PICTURES, AND GRAPHICS TO MAKE THE DATA MORE VISUALLY COMPELLING AND EASY TO UNDERSTAND. THIS WILL HELP CAPTURE ATTENTION AND EFFECTIVELY COMMUNICATE THE IMPACT OF YOUR WORK.



# VISION



THIS SECTION OUTLINES YOUR VISION FOR THE FUTURE AND SHOWS WHERE YOUR ORGANIZATION IS HEADED.

THIS CAN BE A SIMPLIFIED VERSION OF YOUR STRATEGIC PLAN, OFFERING A CLEAR ROADMAP FOR THE FUTURE.

THIS SECTION HELPS REINFORCE THE IDEA THAT DONORS ARE NOT JUST FUNDING AN ORGANIZATION, THEY ARE ACTIVELY PARTICIPATING IN CREATING A BRIGHTER FUTURE.



# FINANCIAL NEEDS

WHEN COMMUNICATING YOUR FINANCIAL NEEDS, FRAME THEM IN TERMS OF THE IMPACT ON PROGRAMS AND SERVICES, NOT JUST AS LINE ITEMS IN A BUDGET.

**PROGRAM DELIVERY**  
**STAFFING & PAYROLL**  
**OPERATIONAL EXPENSES**  
**OUTREACH & ADVOCACY**

TO CONTINUE MAKING A LASTING IMPACT, YOUR ORGANIZATION REQUIRES FUNDING TO SUSTAIN AND GROW ITS PROGRAMS AND SERVICES. EVERY DOLLAR CONTRIBUTED DIRECTLY SUPPORTS YOUR MISSION BY COVERING THE ESSENTIAL COSTS OF DELIVERING SERVICES TO THOSE IN NEED.





# THE GIFT PLAN

## GIVING LEVELS

TAILORED TO THE CAPACITY AND CONNECTION OF YOUR SUPPORTERS, THESE TIERS WORK TOGETHER TO COVER THE FULL BUDGET, ENSURING THAT EACH DONOR UNDERSTANDS HOW THEIR GIFT CONTRIBUTES TO THE OVERALL IMPACT OF YOUR MISSION.

## THREE TIERS

- TOP TIER: THIS TIER IS FOR THOSE WITH THE ABILITY TO MAKE LARGE CONTRIBUTIONS.
- MIDDLE TIER: TARGETED AT DONORS WHO HAVE THE CAPACITY TO GIVE AT A SIGNIFICANT, BUT ACCESSIBLE LEVEL.
- LOWER TIER: THIS TIER IS FOR SUPPORTERS WHO MAY NOT BE ABLE TO GIVE AT HIGHER LEVELS BUT STILL PLAY A CRUCIAL ROLE IN HELPING REACH THE FUNDING GOAL.

THE GIFT PLAN IS A STRATEGIC APPROACH THAT ILLUSTRATES HOW DONOR CONTRIBUTIONS FIT INTO THE BROADER FINANCIAL PICTURE OF YOUR ORGANIZATION. THE GIFT PLAN EMPHASIZES HOW EVERY DONATION, NO MATTER THE SIZE, PLAYS A CRITICAL ROLE IN FUNDING THE ORGANIZATION'S MISSION.



# LEADERSHIP AND CONTACTS



## SHOWCASING THE LEADERSHIP

THIS SECTION BUILDS CREDIBILITY AND TRUST, REASSURING DONORS THAT THEY ARE SUPPORTING A WELL-MANAGED, IMPACTFUL ORGANIZATION.

## CONTACT INFORMATION

PROVIDING CONTACT INFORMATION AND SOCIAL MEDIA HANDLES ENCOURAGES POTENTIAL SUPPORTERS TO CONNECT, ENGAGE, AND STAY INFORMED ABOUT THE ORGANIZATION'S ONGOING EFFORTS. THIS MAKES IT EASIER FOR INDIVIDUALS TO LEARN MORE ABOUT YOUR WORK AND BECOME MORE INVOLVED.

