

Your 6-Part Framework for the Case for Support

Your case for support doesn't start out as a polished document. No one's does. Your case should begin as a series of ideas organized in a logical and compelling way. And while your organization's campaign may be very different from any other organizations, we've found that all truly compelling cases follow this simple 6-part framework. Please take each of the sections and provide information for each. It should be relatively well detailed. With this information, we can help draft the case for support.

1. Your Vision.

What is your vision for the future; for the world? Every organization seeks to raise funds for a vision that is larger than the organization itself. What is the "Big Idea" you have – the thing that will change the world? The vision is not about your organization's needs. Your vision is about the difference your newly capitalized organization will make in the lives of others and even in the world? What difference will the money you raise make in the world? (Notice, I didn't say, what difference will it make for your organization?)

2. Your Problem.

What stands in the way of making that vision a reality? How does that manifest itself in terms of your achieving your organization's mission? You may begin by stating a global or societal problem, then pivot to how that relates to your organization and what it is trying to do. Describe what's holding you back. This statement of the problem sets up the solution and your campaign.

3. Your Plan.

How will you overcome the problem so you can achieve your vision? What do you hope to accomplish in five years. What are the steps you need to take? How will taking those steps bring you closer to solving the problem and achieving the vision? In other words, spell out simply what you plan to do and why that'll solve the problem. You should also explain why you are the ones best suited to do this work. Provide a track record of your successes.

4. The Cost.

What's your plan going to cost? Summarize the elements of your campaign budget and add them up. The total cost will be your campaign's working goal.

5. Your "Why Now?"

Why is it important to solve the problem now? Every campaign needs a sense of urgency. If this problem is not addressed, what will happen? If it is delayed, what will happen? If the problem has persisted for years, then why is it so important to address it now.

6. Your Call to Action.

What can a donor do to help solve the problem and achieve the vision? And if a donor does give – what is the impact of the donor's gift.