

Developing a Case for Support

What is a Case for Support?	A comprehensive, compelling document or presentation that outlines the rationale for why an organization or project deserves funding. It serves as the foundation for all fundraising communications and campaigns, articulating the mission, vision, goals, and specific needs of the organization.
What is its Purpose?	To inspire confidence and motivate potential donors or funders to contribute by showing the tangible impact their support will have.

Key Elements of a Case for Support Include:

Mission & Vision A clear statement of what the organization does and its long-term objectives.

Needs Assessment An explanation of the problem or opportunity the organization is addressing.

Impact & Benefits How the project or initiative will make a difference and why it matters to the community and stakeholders.

Credibility Evidence of the organization's track record, expertise, and capacity to deliver results.

Call to Action A persuasive appeal explaining how donors can help achieve the goals and what their support will accomplish.

Budget and Use of Funds A transparent outline of how the funds will be used and what the expected outcomes are.