



Making Your Case for Support

June 7, 2019

Learn24 Network Conference

*“Competition to be the best leads to imitation.
Competition to be **unique** leads to **innovation**.”*

-- Michael Porter

Presentation Agenda

1. Introductions (5 minutes)
2. About Us
3. Overview of Fundraising
4. What is a Case for Support?
5. Developing Your Case for Support
6. Questions & Answers

Introductions

1. Name
2. Position
3. Organization
4. Do you have a Case for Support?

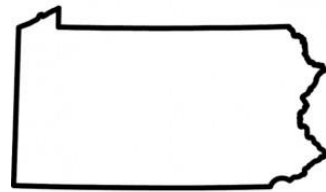
Presentation Agenda

1. Introductions
2. About Us (2 minutes)
3. Overview of Fundraising
4. What is a Case for Support?
5. Developing Your Case for Support
6. Questions & Answers

About Us



John Campbell, CFRE
Principal



KOGOD SCHOOL of BUSINESS
AMERICAN UNIVERSITY
WASHINGTON, DC



EAGLE ACADEMY
PUBLIC CHARTER SCHOOL
Starting Early, Soaring High...

10+

Years of Experience working
as a nonprofit development
leader

\$10m

The amount raised for
organizations by diversifying
revenue

We support schools, education focused organizations and small to mid-sized nonprofits start, scale, and sustain their fundraising and strategy operations.

Presentation Agenda

1. Introductions
2. About Us
3. The Fundraising Landscape (5 minutes)
4. What is a Case for Support?
5. Developing Your Case for Support
6. Questions & Answers

The Fundraising Landscape

\$410B

The total amount Americans gave to charitable organizations in 2017

85%

Percentage of charitable giving that comes from individuals, bequests, and small family foundations

\$60B

The amount raised specifically for education (only surpassed by religion)

The Fundraising Life Cycle



Presentation Agenda

1. Introductions
2. About Us
3. The Fundraising Landscape
4. What is a Case for Support? (5 minutes)
5. Developing Your Case for Support
6. Questions & Answers

What is a case for support?

Tells an inspiring story.

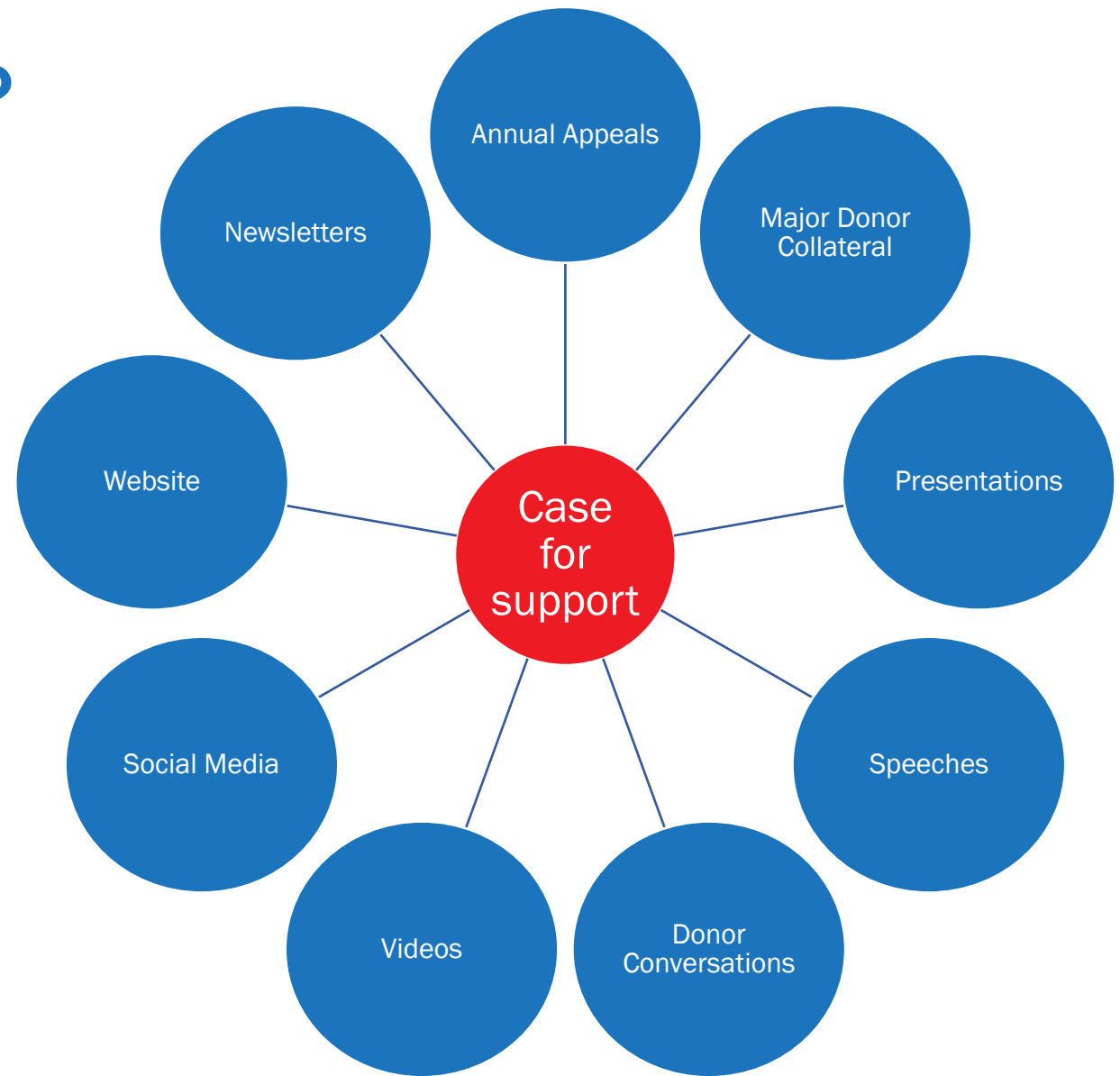
Explains why your work is important.

Tells the funder why they should support your organization, now.

Should **bring a donor along** on a journey.

What is a case for support?

The case for support is the set of messages you communicate to prepare your prospective donors to make a financial gift



Presentation Agenda

1. Introductions
2. About Us
3. The Fundraising Landscape
4. What is a Case for Support?
5. Developing Your Case for Support (40 minutes)
6. Questions & Answers

Developing your Case for Support

Tell an
inspiring story.

Step 1: Ask Questions – Interview Stakeholders

- How did you become involved in the organization?
- What do you love most about your involvement?
- Tell me your fondest memory of the organization.
- How do you see the impact of our work?

Step 2: Examine the Answers

- Where is the energy coming from?
- What are people really saying?
- Are there consistencies from the interviews?
- What are people not talking about?

Developing your Case for Support

Explain why
your work is
important

Six elements of a case for support

1. Context (*Where are we?*)
2. Impetus (*Why is this urgent?*)
3. Vision (*What will be different?*)
4. Credential (*Why us?*)
5. Plan (*What we will do with your gift?*)
6. Appeal (*What are we asking you to do?*)

Developing your Case for Support - **CONTEXT**

Explain why
your work is
important

Context creates meaning

Nearly 10,000
children in our
community don't have
access to quality OST
programming

With your support, we
will grow our program
to serve 500 kids in
the years ahead

Developing your Case for Support - **CONTEXT**

Explain why
your work is
important

Context creates meaning

Over the last five years,
we've built the city's most
exciting OST program –
delivering measurable
impact for every child as
we've grown to reach 100
children every year

With your support, we will
grow our program to serve
500 kids in the years ahead

Developing your Case for Support - **IMPETUS**

Explain why
your work is
important

Why is this urgent now?

Threat – “unless we take action today...”

Opportunity – “Imagine what we could do it...”

Responsibility – “The solution depends on us...”

Developing your Case for Support - **Vision**

Explain why
your work is
important

What's it all about?

“This campaign is all about”

“If you only remember one thing...”

What's going to be different?

“We believe....”

Developing your Case for Support - **Credential**

Explain why
your work is
important

Why are you the right organization for the job?

Uniqueness – *“No one else has the capacity to solve this..” “The world needs us.”*

Efficacy – *“The proof is in our outcomes.” “We never stop rethinking our program/strategy.”*

Integrity - *“We take on the cases others run away from.” “Everything we do begins from our mission.”*

Strength – *“The school we love is stronger than ever.” “We’re building on success.”*

Developing your Case for Support - **Plan**

Explain why
your work is
important

Be as concrete as you can about your plans.

Identify what the top five benefits of your program, school, plans for the future.

What do you plan to do with the money you raise?

- Scale,
- Support general operating,
- Develop a new program, etc.

Developing your Case for Support - Appeal

Explain why
your work is
important

What are we asking a donor to do?

Are we asking a donor to do something? Be something? Take on a specific role?

“Be the fuel”

Give back

Leave a legacy

Lead the community forward through your philanthropy

Be part of the solution.

Join us

Developing your Case for Support

Tell the funder
why they
should
support your
organization,
now

Think ahead.

What will donors need to know?

What objections will we face?

What questions will donors ask?

Developing your Case for Support

Remove
Obstacles

Defining the Gap – EdFuel Example

Our schools and students can't afford to lose great people. The consequences are too great. That's why we need you, today more than ever.

Standing shoulder-to-shoulder to build the capacity of a school is expensive. Designing inclusive and equitable talent systems takes intentionality and financial resources. Serving as a thought leader and undertaking comprehensive research requires investment of both time and money.

But the risk of not investing in people is catastrophic.

Developing your Case for Support

Remove Obstacles

The revenue we take in from schools, districts, and government funding combined pays for nearly eighty percent of these ongoing expenses. We rely on donors like you to make up the difference.

We urgently need your help to create the conditions for every student to achieve at the highest levels.

Presentation Agenda

1. Introductions
2. About Us
3. The Fundraising Landscape
4. What is a Case for Support?
5. Developing Your Case for Support
6. Questions & Answers (20 minutes)

FundED

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