

Case for Support Guide Sheet

One of the most important tools in fund-raising is a good **Case for Support**. The case for support presents the opportunity for philanthropic support and describes the importance of the stated need(s). As a fundraiser, you need to be able to state the case succinctly and passionately. You should be able to answer the following questions in *three sentences or less*.

1. **What does your organization want to do?** That is, what are the outcomes you want to produce with the gift - access for students, cutting edge camping opportunities, hiring of the best faculty, etc.?
2. **Why does the organization want to do it?** That is, what will be the tangible benefits of success - motivated students, skill development, life enrichment, etc.?
3. **Why should your organization do it?** That is, what is the organization's mission and why should it be carrying out the function instead of one of its competitors?
4. **What resources will your organization need to carry out its intent?** That is, scholarships, endowments, buildings, equipment, research funds, library acquisitions, etc.
5. **How much will the resources the organization needs cost?** You should know the total cost, the portion of the cost for which you are asking the donor, and, if that is not 100%, where the balance will be coming from.
6. **What are the values that will be enhanced by your organization's success with this initiative?** How will participant's quality of life be improved over their lifetime? How will society be strengthened? That is, how will the gift contribute to the fulfillment of larger social good?
7. **What happens if the organization does not succeed with the particular initiative?** Is there a significant downside risk if the gift is not made and the college is not successful?