

## Map Out the Flow of Your Case!

1. The challenge my organization is addressing head-on is:
2. My organization is best suited to address this challenge because (describe the evidence-base, unique approach and track record):
3. However, there is an urgent need for us to do more, to grow in these ways because:
4. Yet we are hindered in our ability to do more / grow because:
5. So, we are offering you this exciting opportunity to invest in us. The impact of your investment will be:
6. In addition to the satisfaction you will receive from contributing to that impact, we will recognize your support by: