

Checklist to Craft Your Case for Support

Your case for support is one of the single most important documents a nonprofit can create. It is powerful language that will become the foundation for all other materials and copy you'll produce.

Who Will a Gift Help? – Include a Mission Moment.

Use Irresistible Images

Use Clear, Bold, *Digestible* Copy

Answer these 7 Questions with succinct, clear, bold language:

1. How does our organization help people?
2. Who do we help?
3. What vital services do we offer?
4. What is our organization's track record?
5. What are our plans for the future?
6. How do we use our/your money?
7. Why should you support this?

Be Creative: Infographics Work

Show the Need. Be Specific. – Include your Money Story.
“It takes \$ _____ to _____ for _____.”

Create a Sense of Urgency. Why Now?

Personalize. Why Me? (the donor) **or Us?** (your organization)

Writing A Powerful Case for Support Action Plan

Action	Measurable Target	By When	Process/System	Partner(s)