



# Creating a compelling, persuasive Case for Support

# About IFC

- Global consultancy: Canada, USA, UK, Italy, Netherlands, Ukraine, Geneva, Singapore, Peru
- Significant experience of working with hundreds of organizations around the world
- Helping organizations to develop their fundraising capacity and increase their income
- Amazing clients working in arts & culture, including:

City of Ottawa Arts Centres	V & A Museum
Artengine	Black Cultural Archives
Orleans Festival	PAL Ottawa
Propeller Dance	Dandelion Dance

So what is a Case for  
Support for anyway?

# So what is a Case for Support anyway?

- Both a concept and a document:
  - It's what you want money for
  - It's how that information is presented
  - A resource for your team
  - An essential part of your fundraising & marketing

# The essentials...

- The who, what, why, when of your organization or project
- Expresses passionately the difference your organization makes – **what if you didn't exist?**
- Touching the head and the heart – passion and logic
- Clearly tied to your organization's strategic plan
- Serves an internal and external purpose
- Not intended to educate, but to **persuade**
- **Impact**, not process
- **What do you want the reader to do?**

## **Questions:**

**What if you didn't exist?**

**Who would cry if you died?**

**Are YOU behind your Case for  
Support?**

**Why the Arts?**

# Who is it for?

- Who are your donors/ supporters/ advocates?
- Why do/should they care?
- What do you need them to do?
- How much do you need to do it?
- When do you need them to do it by?



**Exercise: Who are you targeting your case for support at? Do you have the answers?**

# Don't have all the answers?

- Do some research:
  - Identify key markets you want to reach (donors, advocates, influencers)
  - Ask them what they care about
  - Ask them what they need to know to choose you
  - Are you making assumptions about their interests or understanding?
  - Identify any misconceptions
  - Are you and they on the same page?
  - What language are they using?



Why do you need it?

# The Case for Support...

- Clearly articulates your funding need
- Gives you the language and information you need for fundraising success
- Has everyone singing from the same hymn sheet
- Builds confidence among those who are reaching out on your behalf

**Who in your organization could benefit from having a Case for Support?**

What goes in it?

# Your content should...

- Be appropriate for your audience
- Be based upon strong research
- Be written to achieve certain results
- Demonstrate impact – touch the head & the heart
  - Statistics
  - Stories
- Clearly link need to solution to impact
- Explain how you are unique, and why it matters
- Be urgent
- Explain what you need from the donor
- Have a clear call to action

# It might include...

- Details of the need
- Who you serve
- Your program, that address the need you have articulated
- How does the program address the need
- How your program or organization unique (and what difference does it make if you are?)
- What your outcomes are (the difference you make)
- Stories & statistics that demonstrate need, impact and long-term change
- Why you?
- Why now?
- What do you need to be able to deliver the project (resources)
- Costs involved in doing this
- Gift Chart, diagrams, plans
- How the costs can be broken down into manageable chunks
- How the program fits with your organization's overall goals
- A clear ask for funds

# Gift Charts

Gifts	Amount of Gift	Total	Cumulative
1	\$20,000	\$20,000	\$20,000
2	\$15,000	\$30,000	\$50,000
3	\$10,000	\$30,000	\$80,000
4	\$5,000	\$20,000	\$100,000

# Storytelling

- Developing your own story arc
- Demonstrating the depth, breadth & importance of a problem or issue
- Demonstrating impact
- Clearly linking the problem to the solution, and the solution to the impact
- Relatable stories
- Empowerment not pity
- Use of pictures & illustrations
- Tapping into what people really care about through storytelling

# Your Case for Support

- Where are your gaps?
- Is it emotive? Does it make sense? Are you convincing?
- Are you meeting an URGENT/PRIORITY need?
- Are you fixing a problem? How are you demonstrating the difference that you make?
- What recognition can you offer?
- Can you deliver on your promises?



# Developing the contents

- Do you have all the ingredients?
- Can you get them?
- Whose help do you need to complete the Case for Support?

How do you use it?

# Your Case for Support is...

- For your organization
- For you as a fundraiser
- For your Board
- For your staff
- For your donors (a polished version can make ALL the difference!)

# Your next steps

- Determine your goals
- Identify your barriers
- Gather your information
- Determine your audiences
- Stakeholder consultation
- Identify gaps in info and knowledge
- Figure out who can help you
- Start writing!
- Have a buddy! Succinct v flowery
- Test!
- Design