

How to Write a Compelling Case for Support for Your Non Profit

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Creating a Compelling Donor Message

Your message is very important and Case for support is one of the ways to communicate your message to your audience

Your message need to :

1. Emotional
2. Visual
3. Story telling

Case for support component

**Telling the Story of Your Non-Profit in a Way that Makes
Donors Want to Give**

1.

Think BIG.

#2

Emotional Opening

How is the organization uniquely positioned to successfully address this problem?

#3: Your Mission and Vision

What is your organization's mission statement? It needs to be short, concise and compelling.

#4:Explanation of Your Programs

What problem does your organization address? (Feed the hungry, help the youth, house homeless, animals, protect the environment, etc.)

#5: History of Your Organization

How many people are affected by this problem in the area you serve?

#6: Outcomes, Stories, & Proof of Impact

What success has your organization had in addressing the problem?

Financial need

- What need are you raising money for?
- What is the fundraising goal for this need?
- What does it cost to change one life or provide one unit of service?
- How will the donor's gift make a difference and affect the need?
- What makes the need urgent? (Why should the donor give now?)

Questions?

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