TIPS FOR DEVELOPING A CASE FOR SUPPORT

A Case for Support is a compilation of information about your nonprofit that can be used to make a clear, consistent, and compelling argument in support of the work that your organization does. You can modify the information in your case for support to develop your nonprofit's website, a Letter of Intent (LOI) or grant application to a foundation, or to prepare talking points for meeting with a potential donor.

Formatting, Writing, and Attachments

- Keep the information brief and to the point
- Be compelling, include data to specify your nonprofit's scope and impact
- Your case for support is often the "first impression" you make on an individual, business, or foundation - ask others to read and re-read any written materials you plan to share to make sure that there are no errors!
- Use bullets, bolding, and subheadings to break up sections and call out key words or phrases.
- Avoid organizational jargon that leaves the reader feeling out of the loop.
- Avoid sharing more than you need to, which can overwhelm the reader and create confusion about who you are and what you are asking for.
- When including a budget, also keep it brief and limited to one page.

Core Components

I. **Introduction**: Briefly state your mission; indicate if you are the best, the first, the only, or how you stand out; provide a few key, compelling pieces of data that demonstrate your impact on people's lives.

II. **Statement of Need**: Answer, why does your nonprofit exist? What are you specifically trying to change? Include statistics that support your case.

III. **Context:** Explain the history and founding year of your nonprofit, its mission and vision, and briefly describe its programs. For each core program, describe in a sentence or two:
   - The service you provide and reach (and how many people are served)
   - Constituency served, including demographics and geographic location
   - Who delivers the services (and how many people deliver the service), how frequently, and where

IV. **Project Description:** Share any new projects that your nonprofit is embarking upon. How will it be implemented (structure, frequency, number served)? Who will be involved? Mention the titles and relevant expertise of the staff or volunteers who will oversee the project.

V. **Impact:** Describe the change that you expect to take place as a result of the program, new initiative, or continued support of your nonprofit. Give concrete examples of new growth or benchmarks of where your nonprofit will be after a certain period. Relate projected outcomes to your track record of success.

VI. **Sustainability**: Share which partners or funders have already committed funding or are involved in your nonprofit. How will you keep the effort going and fund it in the future?

VII. **Conclusion:** Restate the need of the organization or project and why it is important (amount, for what, for what impact). State the value of your nonprofit's work to the specific audience, such as how it ties to their own priorities, values, and commitment to the community.