

Suggestions On Making Your Case For A Fund-Raising Campaign

The case should convey a sense of urgency, suggest efficiency in operation, state a uniqueness in filling a demonstrated need to an identified constituency, and provide personal internal rewards to the donors.

The Case For Support is the "argument" for the fund-raising campaign or project. It grows out of your organization's mission statement in the sense that the money to be raised will be used by your organization to support its mission. It articulates your organization's reason for being, its integrity, the good you do, the good you want to do, and your specific fund-raising need---and the urgency for it.

Developing the case for support and settling on the goal of a campaign are preliminary, almost intuitive, steps in the process of creating a campaign plan, and they generally occur simultaneously. The goal is the overriding concern of the campaign, and the focus and strength of the case to be made for the campaign are dependent on the size and purpose of the goal. The case for support becomes the main tool used to recruit volunteer campaign leadership and solicitors and to convince prospective donors.

From what we have seen of compelling and relevant case statements, here is a suggested case development outline:

1. The "ho-hum crusher." -- Here is the problem/challenge.
2. Read on. -- Here is a specific example of the need.
3. We did our homework. -- We have studied and planned.
4. We can make it work. -- We have the organization to do it.
5. What's in it for you? -- You can do something heroic.
6. Do it now, please! -- Here is what we want you to do & why.

How short or how long should the case for support be? It depends upon the magnitude of the campaign or project. Good judgment will tell you not to make it too brief, as it could suggest to the prospect that you have not researched adequately or that perhaps the project is not so important. Then too, if it's overly long, you run the risk of losing the attention of your reader.