

# Case for support

## Your 9-part Case Framework

A case for support can be focused on a specific project or campaign, or provide a more general overview of your organisation – adapt it to suit your purpose and move the sections around until you’re happy with the flow of the document. The content can be used on your website, social media and in other communications.

| Sections                                 | Content  |
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| 1. An emotional opening                  | Hook the reader and make them feel a connection to your cause. Share a short case study or pen portrait.   |
| 2. Your mission / vision                 | The ‘why’ does your organisation exist. Why should people care? What is your vision for the future? What difference do you make to the lives of others?                          |
| 3. The problem                           | What problem are you trying to solve? What’s keeping your organisation from achieving your vision? This statement of the problem sets up the solution.                           |
| 4. The plan                              | How will you overcome the problem so you can achieve your vision? Spell out what you plan to do with the money you raise, and how that will solve the problem.                   |
| 5. The costs                             | How much money does your organisation need to raise this year? Over the next three years? Or for this project? Summarize the elements of your budget – what’s your working goal? |
| 6. Brief history                         | Provide a succinct overview of the organisation and achievements to date – build credibility through your organisation’s track record.   |
| 7. Outcomes, stories and proof of impact | Add in stories of those you have helped and use testimonials, statistics and infographics or charts to demonstrate the difference you make.                                      |
| 8. Your ‘why now’?                       | Why is it important to solve the problem now? How can you convey a sense of urgency?   |
| 9. Your call to action                   | What can a supporter do to help solve the problem and achieve the vision? How can they give, and at what levels? Make a clear and specific ask.                                  |