

## Case for Support Template

Use this template to develop an outline for the case for support for your campaign. Fill out each section as briefly and simply as possible. We suggest using bullet points or an outline format before writing a prose draft.

Many development offices do not include an experienced writer. Once you have an outline that captures the ideas to be included in your case, you may decide to engage an outside writer to develop the written document.

Fill out this template in the order it is presented, answering the questions in each section with a sentence or two.

### **1. Introduction: Why does the campaign matter?**

- How will the community you serve benefit from a successful campaign?
- What will be the impact of the projects your campaign will fund?
- How will this campaign further your organization's mission?

### **2. The Need: What is driving this campaign?**

- What are the challenges your campaign is designed to solve?

### **3. The Plan: What will be accomplished?**

- How do you intend to address the challenges your organization is facing?
- What specific projects will your campaign fund?

### **4. Organizational Background: Why your organization?**

- How is your organization uniquely qualified to undertake this growth?
- What is your organization's track record?

## 5. Timing: Why now?

- Why are you undertaking this project now?
- What are the driving forces that make this urgent and compelling?

## 6. Theme for Your Case: What would be a good title for this campaign?

Suggest three short titles or themes that emerged as you wrote the answers to the first five questions.

Title 1:

Title 2:

Title 3:

## Next Steps

Share and discuss the outline you've prepared with some of your key stakeholders. Share it with your Core Committee, a group of board members, staff members and others.

Go through each topic, one section after another and ask for people's ideas. Use a brainstorming approach in which there are no bad ideas. Simply capture people's reactions and suggestions. You can make sense of them later. The outline format will help people focus on the ideas rather than wordsmithing or editing.

After these discussions you will find that you have a strong outline for your case for support. You will then be ready to ask a writer to develop a prose draft of your case using the outline you've come up with.



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