

# WELCOME

## Developing a Case for Support to Tell Your Story

April 24, 2008



# Overview

Often, Senior Corps projects are asked to prove that what they do is effective before they even apply for funds. Knowing your project's case is an invaluable starting point.

This webinar walks you through an electronic tutorial to outline community needs and then describe why your project provides the best response to those needs. After that, it's a matter of using the Case for Support at the right time and place to drive your message home.



# Objectives

At the end of this session, participants will be able to:

- Describe at least 2 ways they could use a Case for Support to tell their story.
- Navigate the Case for Support Tutorial
- Create a Case for Support using the Case Q & A Template



# Agenda

- I. Introductions and Definitions
- II. Uses for the Case for Support
- III. Using the Tutorial and Template
- IV. Tips and Ideas
- V. Resources



## The Chat Function

Please introduce yourself.



## State Your Case

Definition #1

The reason why an organization  
both needs and merits  
philanthropic support.

*\*The AFP Fundraising Dictionary*



## State Your Case

Definition #2

It is a public statement that must  
stand alone without explanation.

*\*The AFP Fundraising Dictionary*



## State Your Case

What opportunities exist for you to tell your  
project's story?

- Speaking engagements
- Media events
- Newsletters
- Fund raising volunteer training
- Partnership building
- Project volunteer orientation
- Other?



## State Your Case

- The case is a 7-9 page document that keeps your story consistent, concise and meaningful.
- It is a “living document” that can be developed and revised according to its use.



## State Your Case

The Case for Support includes:

- A discussion of the community “problem”
- A solution to the community “problem”
- Your organization’s response – Centered on the Senior Corps project
- Your plans for the future
- Your organization’s unique qualifications
- Ask and donor benefits



## State Your Case

What community problem does your project address? (in 10 words or fewer)



## Make Your Case Work for You

It can be used by:

- Project director
- Grantee organization’s executive director
- Fund raising and marketing staff of the grantee organization
- Media specialists
- Board of Directors or Advisory Council
- Others in the community who have volunteered to help you raise funds



## Make Your Case Work for You

It can be used to:

- Attract partners and volunteers
- Orient your organizational leadership to your project's work
- Write proposals
- Prepare press materials
- Develop brochures, promotional materials and fact sheets
- Market your remarkable work without "re-inventing the wheel" every time!



## Make Your Case Work for You

How might having a Case for Support help you if your supervisor or another grantee organization staff member is fund raising for your project?



## Make Your Case Work for You

How might having a Case for Support be useful if you are developing a group of Advisory Council or Board members to fund raise for you?



## Building Your Case for Support

<http://www.CampaignConsultation.com/gizmos/case>



## Stakeholders

- Who would you involve in contributing to or reviewing your Case for Support?
- Why?



## A Case for Support...

- Focuses on how you are the best solution to a community problem.
- Keeps your story consistent, concise and meaningful
- Can be used in many different arenas
- Is a dynamic “living” document that can be revised as your program grows



## To create your Case for Support...

- Note your ideas in the worksheets. Type in the Q & A template.
- Don't try to do it all at once. Allow a period of 2 weeks of intermittent work.
- Let it rest after your first draft.
- Share a draft with your stakeholders and get their input.



## Resources



## Building Your Case for Support

<http://www.CampaignConsultation.com/gizmos/case>



## More Webinars

- **May 22** – Putting it All Together – How Grantee Organizations Can Appropriately Engage Project Staff and Fund Raising Volunteers – who are NOT your Senior Corps volunteers - to Fund Raise for Senior Corps Projects



## Do you have a specific question?

- For questions about grants or to discuss their specific circumstances, project directors and sponsors should contact the Corporation State Office.
- For questions about fund raising or best practices, email the Senior Corps Fund Raising Response Center at:  
[SeniorCorpsFundRaising@CampaignConsultation.com](mailto:SeniorCorpsFundRaising@CampaignConsultation.com)



# THANK YOU!

