

Case for Support Outline

- I. Start with a story (about one person) that shows community need & how the organization meets it
- II. Brief summary of the organization (mission, vision, history, programs, leadership)
- III. More detail about the need (use stats to show the community need, not the organization's need)
- IV. The organization's plan to meet this need (program detail)
- V. How the plan is funded (funding streams, need for charitable support, budget, goal, timeline)
- VI. The opportunity to give (how they can get involved, the ask, benefits, recognition)
- VII. What the community (not the organization) will look like after the campaign (tie back into opening)