

Case for Support Outline

WHAT IS A CASE FOR SUPPORT?

A case for support captures key information about an organization, including goals, audience, programming, context, key metrics, impact, future plans, and funding needs. The process of developing a case for support can help an organization to build clarity and an internal consensus about how they will approach potential funders. Often, elements of a case for support can be used in grant applications and other fundraising appeals.

CORE ELEMENTS OF A CASE FOR SUPPORT

The following outline provides typical elements of a case for support document. Each organization's case for support may be slightly different depending on the specific issue area, programs, and funding needs. Your Elevate consultant will work with you to adapt this outline and position your organization's work for grantmakers via your unique case for support.

ORGANIZATIONAL OVERVIEW: What is the organization's story?

- Founding date
- Mission
- Founding story
- Major accomplishments and milestones
- Organizational strengths and defining features
- Organizational challenges

AUDIENCE AND GEOGRAPHIC AREA: Who are the people or communities served?

- Overview
- Specific demographic information
 - Age range
 - Geographic area
 - Race/ethnicity

THE PROBLEM: What needs among those you serve does the organization address?

- What is the problem that your organization addresses?
 - Data that evidences the problem
 - Urgency
- In what context are you operating? What is happening in the field/community/world that makes your work necessary?
- Why does this matter, and what are the consequences of letting the problem go unsolved?
- Challenges to overcoming this problem

PROGRAMMING: How does the organization address the problem or need?

- Overview of programs or services
- Distinguishing factors – what makes the organization or its approach different or better than others?

RESULTS: What evidence exists to show that the organization is meeting the need or addressing the problem?

- Record of success
 - Quantitative results
 - Outputs
 - Outcomes
 - Qualitative results
- How is the work evaluated?
- How are results used to adapt or inform future programming?
- Success stories that might resonate with a prospective donor

LEADERSHIP AND ORGANIZATIONAL EFFECTIVENESS: How is your organization uniquely qualified to address this problem?

- Leadership and Staff
- Board
- Governance
- Partnerships
- Evidence of fiscal responsibility and financial stability
- Diversity, Equity, and Inclusion (goals, activities, and commitments)

FUTURE PLANS: What do you hope to achieve in the future?

- Future plans or goals
- What are the benchmarks or outcomes that will be used to determine progress towards this goal?
- How will future goals benefit the community or target audience?
- What informed the planning and development of these goals?
 - What was the process?
 - Who was involved?
 - Community data or industry trends that informed the plans?

SUSTAINABILITY

- What resources (funding or otherwise) are needed to achieve the long-term goals / vision?
- What is the fundraising strategy?
 - Current funding sources
 - Fundraising plans
 - Goals
 - Progress to date
- How will a financial investment be used, and what will be the result or impact of funding?