

More

Turning supertankers and herding kittens: the challenge of articulating your case for philanthropic support. Key concepts.



Welcome and introductions

What on earth
is
a “case for support”
anyway?





What is a case for support?

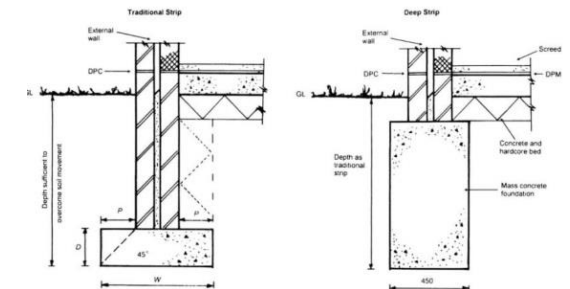
A Case for Support is:

“a clear, authentic, credible and compelling expression of a/the need the organisation is seeking to meet, what it will take to do so, and the part individuals and organisations can play to help.”

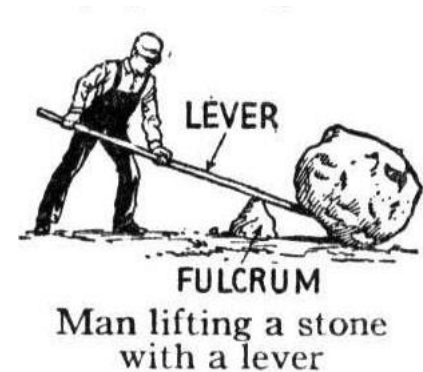
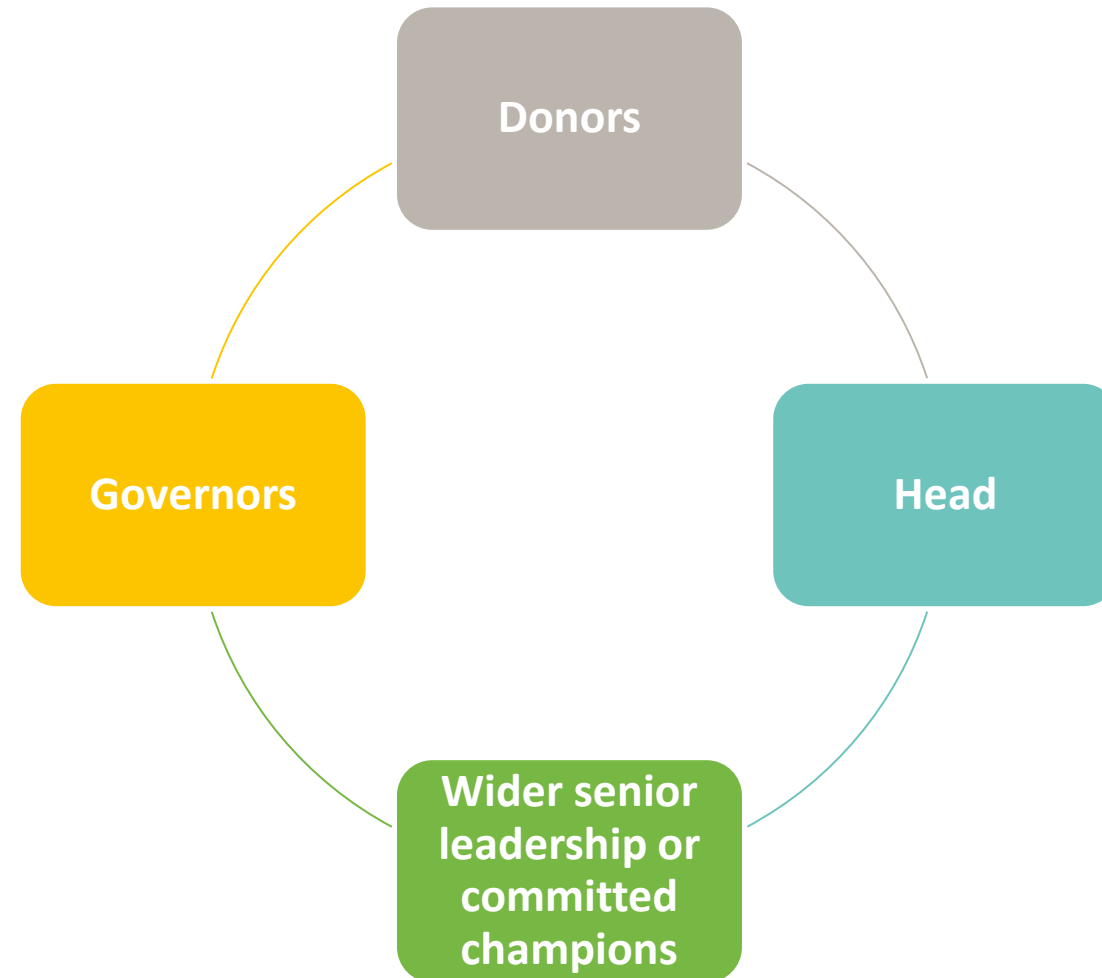


Things to think about before you start ...

How strong are your foundations ...



What's the best lever to use to get the discussion started ...?



A general approach

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1. Assess likely obstacles and plan around them
2. Decide where to start ...
3. Develop an outline
4. Test it with your closest friends and key stakeholders
5. Refine it
6. Repeat!
7. Then Test with wider donors



Things to remember

1. Your skeleton must answer the core questions: why? how? what?
2. Involve the donor's voice throughout
3. It's a cycle, not a straight line
4. Develop the right tool for the job at hand
5. Your case may evolve over time ... !
6. The best is the enemy of the good ...
7. Outside help can be useful (copywriters, facilitators, brand expertise etc.)



A basic outline

1. Who we are and what we stand for – “This We Believe”
2. Our challenge
3. Our plans to address these challenges
4. The impact of this plan
5. With your help we can achieve this



Thank you

**Fundraising Consultants.
And More.**

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