

Fundamentals of Fundraising

Module #2 Action Step: Case for Support Development

Overview

For this Action Step, you will be developing your organization's Case for Support - or at least, a first draft of it! Using the knowledge gained in the Module #2 training session, and in the format of the 6 Case for Support components, you will fill in the document using information you have, as well as new content you create. The following 7 pages should be completed as follows:

1. Cover Page
2. Identify - Who We Are
3. Our Story - History and Background
4. Impact and Track Record
5. Challenges and Needs
6. Programs and Plan
7. Call to Action

Each of these sections was covered in detail in Module #2, including how to build out each and what should be included.

When you are finished with your first rough draft of content, you are ready to submit and move on to Module #3!

We look forward to seeing the great work represented in your first draft of your Case for Support.

Cover Page

Who We Are

Our Story

Our Impact

Challenges We Face

Our Programs and Response

Our Plan of Action - Join Us!