

ARTICULATING A CASE TO ATTRACT DONORS

CASE COMPONENT	MUST ARTICULATE
1. Mission Statement	An awareness of the cause; insight into the problem addressed by the organisation.
2. Goals	The desired achievement that is expected to solve the issue / problem.
3. Objectives	What will be accomplished by reaching the goals.
4. Programmes and Services	The organisation's service to people (including the stories of how people benefit).
5. Finances	The expenses of providing programmes and services, as a validation of the need for fundraising and philanthropy.
6. Governance	The character and quality of the organisation as shown in its staff and volunteer leadership and governance structure.
7. Staffing	The qualifications and strengths of staff.
8. Service delivery	The advantages, strengths, and effectiveness of the mechanics of programme and service delivery.
9. Planning and evaluation	Programme and fundraising plans and evaluation processes that demonstrate service commitments, strengths and impact.
10. History	The heroic saga of founders, staff, and others and the credibility implied by success over time.
	<i>Source: The Fundraising School, 2002.</i>

We suggest adding one more component:

11. Donors	Information on current supporters and sponsors.
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