

CASE FOR SUPPORT DEVELOPMENT

A *case for support* will enable your organisation to develop new sources of support. It is made up of a number of organisational components, including: mission statement; goals and objectives; programmes and services; finances; governance; staff & team; delivery; planning and evaluation; and your history.

You should work with your team to put together a coherent internal case for the organisation, one that will link into your fundraising strategy and action plan to gain support.

Here are materials for you to collect and order:

1. Materials about who you are and why you matter:

- Your mission statement
- Your values
- Organisation's history
- Information on who you serve
- Your Directors / Vice Principals / significant champions

2. Materials about what you do:

- Description of your programmes and services
- Your staff and team
- Financial information, the accounts from the past number of years
- Case studies of who you help
- Brochures, newsletters and programmes

3. Materials on where you are headed:

- Your vision
- Your **business plan** & strategic plan and / or your goals and objectives
- Information on any fundraising goals that you have and what impact it had

4. Materials on how others see you:

- News clippings about you
- Testimonials
- Awards