**CASE FOR SUPPORT EXAMPLE TEMPLATE**

Use this template as a guide to organize and gather information for your case for support. We’ve included helpful questions and prompts to get you started writing. Feel free to change the section headers and personalize your statement. [If you’d like to learn more about planning capital campaigns, check out our guide here.](https://www.sumac.com/blog/fundraising/capital-campaigns-a-complete-guide-for-nonprofits/)

# Tell a story

Start with an emotional appeal or tell a compelling story of how your work helped change something for the better. Gather a few stories together and use the strongest one at the beginning.

# What we do and why

Here is where you outline the bigger picture of your relevance. Talk about how you are meeting the needs of the community. Here’s your chance to educate donors on what’s happening in the sector and present on-ground insights that only you have evidence for. What evidence is there that your cause serves a pressing need? How do you propose to overcome this obstacle? What is your plan?

**Include:**

* Brief history of the organization
* Background about the organization that conveys to the donor a credible tradition of meaningful fulfillment of its mission, good stewardship of resources, and positive impact on its community.
* Key programs or information about a capital campaign you are running
* Your mission

# Our Vision

Your vision is your description of what the community will have if you accomplish your goals. It is the higher, aspirational, reason you exist and should lead all of your communications. What is your vision for the future? Provide a general roadmap of where you are headed here - and make sure you’re thinking big.

# How do we use our money?

Show you have a clear financial plan based on solid research and you know what you are doing with the money.

* Establish financial strength by highlighting past successes
* Include a financial statement with projected income and expenditure
* Showcase future financial goals (either project specific or org wide)

# Stories of impact/Case Studies/Anecdotes

Include a few smaller stories, quotes and anecdotes throughout your case for support. For now, gather all the information in this section. You can then pick stories that work best when you’re finalizing the flow. Make sure you get a wide variety of stakeholders to talk about your work and its impact.

Include:

* Anecdotes that appeal to the heart as well as statistical data (demographics, benchmarks, outcomes)
* Quotes
* Photos, infographics and other visuals
* Statistics

# Our need

Include a brief overview of the project you’d like funded - clearly state the goal and how you would like to receive contributions and opportunities for philanthropic support

* Community or societal needs the project addresses
* How the project creates value
* Explain the flow of resources into your organization and the difference philanthropy makes

# Why do we deserve your support?

How are you uniquely qualified to tackle this need? What is your niche in the community ecosystem? If you have history with the community, make this clear. How have you changed things for the better? Connect your strategic plan and goals to your work this year. Report back on your goals, objectives, successes and challenges.

# How you can help

What are you asking of the donor? Clearly list all the ways in which donors can support your cause. Make sure it is as specific as possible (mention dollar amounts) and ties back to your larger goal stated earlier. Highlight the impact the donor can have on your work and its reach. Provide donors with multiple giving options such as: (List all, or pick a few)

* Monthly or subscription giving
* Attend a fundraising event
* Raise money yourself or volunteer
* Support a capital campaign

This will help us achieve …..

(What will be the positive consequences of giving? What are the negative consequences if you fail?)

# Key contacts

Include contact details and introductions to two or three key staff members responsible for the project (e.g. CEO, Program Director, Campaign Director). You can choose who you share this information with at a later stage.