



A CASE FOR SUPPORT TEMPLATE

PURPOSE

To present a structured case to prospective philanthropic supporters. The case will include a brief summary of your organisation, objectives and vision, financials, urgent or visionary need and opportunities for philanthropic support.

1. Message from CEO or Chair
2. Project Description
 - o A description of your organisation
 - o Background/history
3. Urgent Needs and Benefits/Opportunities
 - o Community or societal needs your organisation addresses
 - o How your organisation or the project creates value
 - o Project beneficiaries
 - o Urgent reasons why the organisation or a particular project needs funding now (and the negative consequences if it does not)
4. Project Vision/Objectives
 - o Vision
 - o Objectives and outcomes
 - o Additional projects/alliances that will be made possible
5. Capacity
 - o Relevant expertise within your organisation
 - o Reasons why your organisation is well positioned to do this work
6. Timeline
 - o Realistic schedule for implementation with milestones
7. Ways to Give
8. Contact details and link to website

REFERENCES

- > Fishel, D, *The Book of the Board*, Federation Press, Sydney, NSW (2003; 3rd edn. 2014)
- > [Writing a Compelling Case for Support: Four Steps for Getting Started](#) by Claire Bens, Executive Director, CCS Fundraising

ABOUT POSITIVE SOLUTIONS

[Positive Solutions](#) offers a range of services to non-profit boards throughout Australia. [Board development workshops](#) and detailed board reviews can be tailored to the needs of each organisation. To find out more about how Positive Solutions can help you, contact: info@positive-solutions.com.au or call 07 3891 3872.

THE BOOK OF THE BOARD

[The Book of the Board](#) is Australia's standard reference book for board and committee members of non-profit organisations. Authored by Positive Solutions Director, David Fishel, and currently in its third edition, *The Book of the Board* provides clear guidance on the role of the non-profit board, formal and legal responsibilities, and the ways in which the board can maximise its effectiveness for the organisation.

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