From this central document, you will craft other diverse fund-raising communications and use it as a tool to inform those helping you garner support for your project. It is a foundation piece that can be transformed into grants, direct mail appeals, crowdfunding campaigns, and so on. The more time and thought you put into your case for support, the easier it is to use.

STEP ONE:
Start to create your document with the following headings:

- Introduction
- Organizational History
- Statement of Need
- Connection of Fundraising Objectives to the Organization
- Summary of Future Goals
- Leadership
- Gifts and Benefits (mostly individuals)
- Financial Information
- Conclusion

STEP TWO:
Work to create clear and descriptive paragraphs for each section, leaving the introduction to work on last. You will need to work with your Storytelling and Ideas to Action teams to gather all of the information necessary to complete the document.

STEP THREE:
You might not be able to fill in all of the items fully, but be creative in how you do attend to each section. Your organization may not have a five-year history, but it does have an origin story. Most often, you'll find that the Statement of Need is your secret weapon. This is where you get to the heart of your case, answer the question "Why?," and explain the profound impact your initiative will have. This is your opportunity to present not only the evidence that supports the necessity of your project, but also that which establishes you and your team as capable, creative, and tenacious leaders ready to address this need.

STEP FOUR:

Consider these things as you continue to craft your Case for Support:

- Use inclusive and donor-centric language.
- Create a sense of urgency.
- Suggest a chance of loss.
- Tap into your donor's emotions.

STEP FIVE:

Be sure to tailor this document into different formats for different audiences. Be aware of tone and language. Triple-check grammar and word choice before sending the document out.

STEP SIX:

Track who the Case for Support was sent to and what resulted.