

Organizations and all the people in them need to be able to speak about their work and its impact in a compelling way. The following worksheet will help you hone your organization's unique and compelling argument for support so that all of your materials (appeal letters, proposals, brochures, etc.) reflect your strongest case; and provide your Board members, staff, and volunteers with the language and reasoning to make the strongest pitch possible when talking to potential donors.

MAKING YOUR CASE WORKSHEET

1. What is the critical problem or need your organization addresses?

2. Who are the markets for your services?

3. What services do you offer?

4. What most distinguishes your services?

5. If your organization does a good job, what differences does it make to those you primarily serve?

To the community?

To donors?

6. Why should a donor make a gift THIS YEAR?
