**CASE FOR SUPPORT TEMPLATE**

Based on the Unit on the development of the case for support, now you should prepare or upgrade your current one of your NGO. Try to have in mind all the tips and information that you get through the unit and follow the steps.

*\*Add the logo of your organisation and some pictures from your actions, campaigns etc.\**

1. **Table of Contents**
2. **Key contacts of your organisation** (e.g. staff members that will be responsible for the project/ campaign with contact details. These people could be the CEO, project manager, campaign director etc.)
3. **Description of your organisation** (What is the background of your organisation, your impact and the main resources). Here you can also add the mission and vision of your organisation (or you can create a separate step) 🡪 What is the reason of existence of your organisation? Your big vision?
4. **Programs & Services of your organisation** (What are you actually doing to meet your vision? Give them an idea of how you are going to use the “gift” of your donors to achieve your mission). Here have in mind that you should not outline all the programs and services of your organisation (only the specific programs related to the campaign you are asking for funding)
5. **Description and Goal of the Project/ Campaign** (Include a brief summary of the project, objectives and vision, financial and urgent need and opportunities). Which is the background and history of this project/ idea? What is its vision?
6. **Urgent needs, Financials and Benefits/ Opportunities** (How this project creates value? Outline the urgent reasons why this project needs the funding of the donor.)
7. **Write a Compelling story and conclusion (**write an engaging story in order to motivate the donor and make him/her an active participant of your organisation. Include some stories from your volunteers/ active participants to share their experience in the organisation)
8. **Attachments** (e.g. Case studies, Statistics on effectiveness and positive outcomes, Planning reports, Resumes of key staffs etc.).