



UNIT 2: COMMUNICATING A CASE FOR SUPPORT

1. INTRODUCTION

In this Unit, you will be able to explain to your donors the “why”, the ultimate cause that can be interesting for the audience willing to donate. A case for support is a central element based on the mission, the vision and the values of an organisation. It is fundamental to define the correct positioning and right audience to promote your organisation and attract the right donors for fundraising.

Definition of the “Case for support”: *It is a charitable investment prospectus. Mainly, the case of support is an up-front transcript which explains to the potential’s donors or grantors what the organization/SNGO wishes to achieve with their philanthropic donations/funds.*

A case for support might be created either for a specific campaign, or a specific mission of fundraising. Consequently, in a few words: **it is a set of messages you communicate to prepare your prospects for a solicitation.**

The organisations tend to believe that a Case for Support is a useful tool for the fundraising procedure. However, it can serve numerous other needs within the NGO, such as the following examples:

1. Communication plan
2. Marketing strategy
3. Training of the employees and volunteers
4. Planning of the organisation’s projects
5. Inspirational and motivational (for instance to motivate staff, board and to recruit volunteers)

A case for support for an organisation is the message to its donors, the reasons that push him/her/them to donate. In the simplest form, the case for support is a document that addresses straightforward to possible donors, **what your organisation wants to achieve through the years, your vision and what you are actually doing.** An NGO should know that communicating a case for support is essential to find donors and it can be used as a marketing tool or communication tool to motivate potential volunteers and donors. They can create or even maintain strong partnerships.

Competence statements: To set up your organisation presence online identifying the main values and objectives, preparing a case for support that it is part of a bigger communication plan.

Schedule your communication according to the most appropriate methods demonstrating proficiency in using them to reach different targets.



Learning outcomes:

- Understand how the case for support can empower your non-profit organisation
- Learn how to define the correct positioning and right audience
- List the main elements of a good organisation's presentation (structure, graphics, tone etc.)
- Introduce the main elements of an organisation's branding action
- Understand the main communication media to improve the online presence (WordPress, SEO, Newsletter, basics of marketing etc.)

Keywords: promotion; online presence; positioning; donors; message; planning; audience

Hashtag of the Unit: #CaseForSupport

Expected time: 5 hours