

## FUNDRAISING SCHOOL

### MODULE 3 – CLASS 2

## CASE FOR SUPPORT

### FUNDRAISING CASE FOR SUPPORT

A great fundraising case for support paints the problem so clearly and expressively that your donor grasps it almost instantly. We'll show her exactly how to fix the problem ... and then make sure she feels great for making the world a better place.

### What is your fundraising proposition?

Your fundraising proposition has 4 components.

- 1) *Vision* – *This is not your mission statement. It is the world that would need to exist for your organization to no longer to be necessary.*
- 2) *Enemy* - The entity, force, or idea that prevents the vision from being achieved. Use language that makes donors feel emotion because emotion will drive them to take your call to action. A good enemy is something donors readily identify with as an appropriate target for their ire.
- 3) *Hero* - The hero fights the enemy to achieve the vision. The hero may be the donor, but it is better to invite donors to join a fight rather than having to fight it alone.
- 4) *Recipient* - The individual or group that will benefit when the hero fights the enemy to achieve the vision. Don't talk about "our community," talk in terms of "people you (the donor) know" or "someone you love." This personalizes the appeal making it likely to stimulate action.

#### Example

Vision	Enemy	Hero	Recipient
Every child in Broward County has sufficient food to nourish her body.	Families do not earn enough income to afford housing, food, and health care.	Compassionate people fighting to provide food so no child has to hungry.	Thousands of children (1 in 6 children) experiencing hunger daily.

Your fundraising proposition clearly communicates need, the solution, and urgency.

**1 in 6 children in Broward County suffers hunger on a daily basis. Today with your help we can give them the food they need to nourish their bodies and live healthy lives.**



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*Need:* A child . . . is hungry . . . suffering

*Solution:* the financial support needed to provide food

*Now:* 1 in 6. . . Today.

Complete the table below for your organization.

Vision	Enemy	Hero	Recipient

What story can you tell to bring your case for support to life?

Example: Tell the story of how you have helped a specific individual, or could with the additional funds donated.

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