

Writing Your Case

Your case is more than fancy prose. It is the clear articulation of your organization's vision for the future that is only attainable through generous support of your donor community. Whether you are in the planning stage and testing your campaign concept and priorities with a prospectus, or producing the public phase case materials, focus on clear, authentic messages that don't just explain but inspire.

In its simplest form, a campaign case should answer three fundamental questions:

1. Why us? What is it about your organization that merits special attention — and unprecedented philanthropic support? What are you doing, and what are you poised to do in the future, that is so exceptional that your constituents should want more of it and that stakeholders should want to support it?
2. Why now? Why can't this campaign wait? What urgent needs have compelled the organization to step forward with solutions? Why are your funding priorities critical at this moment in time? What's at stake? What will be different and better if you are successful with this campaign?
3. Why you? Why the donor? Why the need for private philanthropy? Why are donors critical to your vision? What are the emotional triggers that will connect donors to your mission? How will their giving help transform the organization for future generations?

Clear answers to these questions, and a deep sense of authenticity are the keys to shaping a campaign narrative that invites people to partner with you in creating a better future. (You can get to the glossy brochures later.)