

Creative Schools Symposium

Case for Support Template

Every
Child
Should...

The template on the following page outlines the core building blocks of a case for support. Although numbered, your case for support does not necessarily have to follow the same sequence – although we advise that section 1 is always the opening.

The end product will be a 7 to 10 page document which can be shortened for different audiences.

A case for support underpins your fundraising asks and – once developed – can be the basis for a number of bids and proposals.

Suggested process:

- 1. Select a Writer**
- 2. Determine the Stakeholders** - stakeholders are people who will have input into the case for support. These are also the people the writer will work with to gather information and ideas for the draft. They could also include board members, a friendly donor or client school. It is useful at this point to consider which partners you might want to include in future proposals and to engage them in the process at the earliest possible stage.
- 3. Gather Information and populate the template**
Suggested review point 1
- 4. Write a First Draft and submit to stakeholders for comment**
- 5. Write a second draft and submit to stakeholders + wider executive/board for comment**
Suggested review point 2
- 6. Revise the Second Draft and submit final draft for board sign-off.**

<p>1: Introduction/ Emotional Opening</p> <p>Donors and prospects will use the first paragraph or two of your case statement to decide whether read the rest of the document.</p> <p>Use your opening to pack an emotional punch. Start with something which brings the need/issue to life, ideally at a beneficiary level.</p> <p>Why is the issue so pressing right now? Try and create a sense of urgency?</p>	
<p>2: Your Mission and Vision</p> <p>Who are you? Why do you exist? Why should people care? What is your big bold vision for the future? What is your mission?</p>	
<p>3: History of those delivering the work</p> <p>Give a brief summary of the founding of host organisation followed by a short history of your work / achievements to date.</p> <p>Here may be a good place to introduce partners that you would be working with to deliver the work.</p>	
<p>4: Explanation of Your Solutions</p> <p>Outline the programs you are currently running (or planning to). Give a short explanation of each.</p>	
<p>5: Outcomes and Proof of Impact</p> <p>Show proof that what you are doing works. This is sometimes called a Theory of Change and there are many models to help construct this. Use statistics and charts, but more importantly, tell the stories of those you have helped. Use case studies and testimonials.</p>	
<p>6: Financial Needs</p> <p>How much money do you need to raise? Why does it need to raise that amount (what will it be used for?) Why do you need to raise it <i>now</i>?</p>	
<p>7: Means of Support</p> <p>How can people can support your organisation?</p>	