



WRITING YOUR CASE FOR SUPPORT SHARED Enterprise Funding Fair – 9 May 2016

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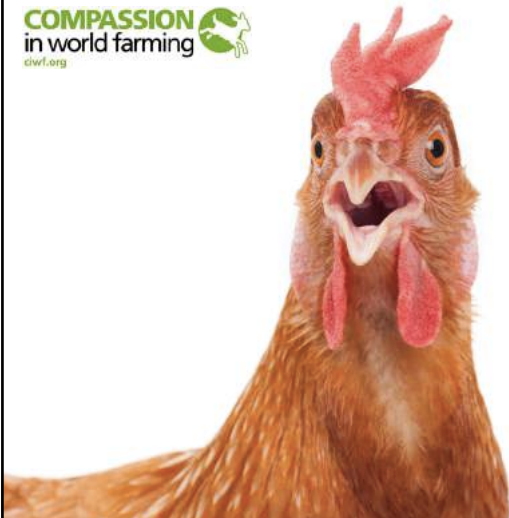


What is a Case for Support?

A way of expressing the *need* in a practical, understandable and compelling way to internal and external stakeholders- especially donors.



COMPASSION
in world farming
ciwf.org



What does a good case include?

- What is the **need** for your work?
- What **evidence** do you have that the need is **urgent**?
- Why are you the **right organisation** to tackle this problem?
- What will the **positive benefits** be if you succeed? For whom?
- What will the **negative consequences** be if you fail? For whom?



What should the case do?

- Make donors feel *secure*
- Emphasise your USP
- Match motivations
- Respond to preferences
- Meet challenges
- Answer objections



The Cocktail Party

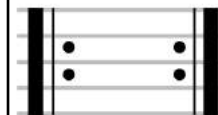


Task 1: What do you do?

- What is your two-line intro to your organisation?



Three Tests



Echo



Photocopy



Peacock
=mc

Phil mentions some other museums he has heard of...



Three Fundraising Books

- ! Guinness Book of Records
- ! Who's who
- ! Bible



Task 2: Raiding your library

- What facts/figures could you use?
- Who could endorse you?
- What values/beliefs do you have?



Phil's Preferences




?

?



Framing your Case

	↓ Present	↷ Future
Positive	opportunity	vision
Negative	crisis	risk



Task 3 – Framing your Case

- How would you express the need in these ways:
 - Opportunity?
 - Vision?
 - Risk?
 - Crisis?




Good News! Phil seems interested...
...but you're not sure at what level or what for




Proposition = Money + Motivation

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Giving Ladder

- £1
- £10
- £100
- £1,000
- £10,000
- £100,000
- £1,000,000

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Supporter motivation

Donors make decisions about whether to engage and support based on two factors – Hygiene factors and motivators

hygiene factors | motivators

Hygiene Factors are things I expect to be in place. If they are missing it may make me anxious. If they are present I will be neutral.

Motivators are the key issues that make me engage. They are the things that move me from neutral to committed.

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Museo Paleontologico Egidio Feruglio

'Biggest dinosaur ever' discovered

By James Morgan
Science reporter, BBC News
© 17 May 2014 | Science & Environment

A new species of titanosaur unearthed in Argentina is the largest animal ever to walk the Earth, palaeontologists say.

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Museo Paleontologico Egidio Feruglio

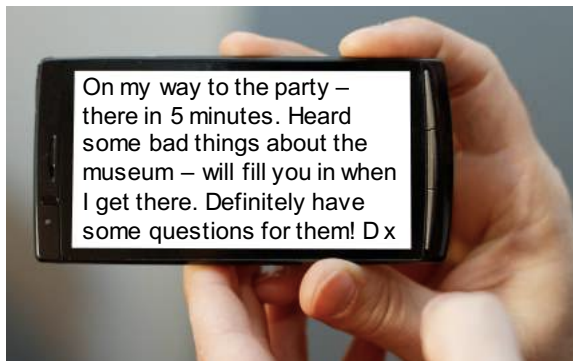
	\$1,000,000	\$100,000	\$1,000
Interest in Paleontology	Support the building of a new gallery to house the dinosaur	Support the creation of a life-size model of the dinosaur	Support all the information boards in the museum
Interest in Scientific Research	Support the equipment in new science labs	Support the creation of replicas to sell to other museums	Support two weeks of scientific research on the fossils
Interest in Regeneration	Support the building of a Convention Centre at museum	Support the purchase of equipment needed to attract bookers	Support production of information in multiple languages

Task 4: Planning your Propositions

- What would each gift achieve for your organisation?
- What motivations/interests can you meet?
- What are your propositions?



Uh Oh! Phil receives a text...



Task 5 – Killer Questions

- Write a list of the questions you most dread being asked.
- How would you answer them?



Summary



- What is the **need** for your work?
- What **evidence** do you have that the need is **urgent**?
- Why are you the **right organisation** to tackle this problem?
- What will the **positive benefits** be if you succeed?
- What will the **negative consequences** be if you fail?



Summary



- Be memorable (3 Rules)
- Differentiate from comparators (USP/3 Books)
- Frame to match a donor's preference (4-Quadrant)
- Understand their hygiene factors and motivators (Herzberg)
- Develop propositions based on motivators and capacity to give
- Be prepared to address their concerns (Killer Questions)



Thank You!



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