

Case for Support Sample Outline

About the Organization:

- Who you are.
- The good that you do.
- Your history and background in the community.
- Your aspirations for the future.

About the Project: (what donors need to know)

- What you will do with donors' money.
- Those who will benefit.
- How the project advances the mission of your organization.
- Why your project is important.
- Who's in charge.

The Details:

- Board of Directors (list)
- Campaign Committee (list)
- List of donors
- Campaign plan (one page)
- Summary of strategic plan (one page)
- The gifts needed to raise goal
- Donor recognition program
- Named giving opportunities
- Financial statements (990s)