

CASE FOR SUPPORT

A compelling Case for Support is essential to a successful campaign. Global Philanthropic (GP) will develop, write and produce an inspiring case for support that explains to donors and potential donors why their help is needed and the difference they can make by investing in the campaign.

It is important to begin the process with a thorough understanding of the organization's context by examining key materials and interviewing key internal stakeholders. Fresh perspectives will be gathered and feedback from key stakeholders incorporated into the first draft of the Case for Support. Three steps are involved in our proposed response, and will include:

1. Meet senior organization staff, and gather and review key background materials.

During the meeting, we seek answers from you on questions such as:

- What are the clear, compelling reasons for why anyone should contribute to support the case?
- What are the top compelling reasons why the organization both needs and merits philanthropic support?
- What is urgent about the organization's need for philanthropic support?
- What is the reality presently and why must change happen? What opportunities exist for change?
- How will raised funds specifically be used?
- What difference will be made if people support your organization?
- What will happen if the fundraising for the organization's priorities does NOT take place?
- What people of 'profile' will vouch for and testify to the importance of the organization's case?
- What partnerships are in place that can demonstrate external support?

2. Conduct stakeholder interviews for case context.

This step will seek to test our understanding of the current organizational context, as well as seek additional clarity through key stakeholder interviews. We will set aside time to interview up to six additional key stakeholders who have a unique perspective or 'voice' in the case development process. This may include leadership staff; development staff; internal communications staff, external partners and key donors and volunteers.

3. Develop and create production-ready print and digital versions of the case for support.

The various phases of this step will lead to final production-ready version of the printed case, and the completed ready-to-use digital version. The scope of the production process for the case-for-support includes GP providing the following:

- All interviewing, writing, revising, and re-writing necessary to provide the Case for Support products (both print and digital) for a 12-page document plus 4-page cover, including three drafts (the initial draft and two rounds of minor revisions);
- Production of a printer mock-up, including two design options, showing graphic elements, colour and typography options;
- Production of the design and layout of a 16-page booklet, including cover, including two rounds of type revision, minimal image research/purchase, and preparation of final files for printing.
- Liaison with the organization on the entire creative process. You will liaise with a local printer to reduce shipping charges, and GP will supervise the process to ensure quality assurance, but will not coordinate print cost estimates.