

CRAFTING YOUR CASE BREAK OUT SESSIONS

What are the impediments + challenges to developing your case for support?

Break Out Group 1

Assign one person to present a summary of your discussion to the larger group.

We need help defining “The Problem/Need.”

Questions for discussion:

1. What is your organization’s purpose? Why does it exist? (*Purpose* versus mission)
2. What are the existing conditions that make your organization’s work important/relevant?
3. Who are your beneficiaries/target audience?
 - a. What do you know about them beyond basic demographics?
 - b. What other arts events do they frequent?
4. What happens if your organization goes away? What would be missed most?
5. What challenges are you facing that only your donors can help solve?

Bring back to the group examples of how to define “The Problem/Need.”

CRAFTING YOUR CASE BREAK OUT SESSIONS

Break Out Group 2

Assign one person to present a summary of your discussion to the larger group.

We need help describing “The Solution” and demonstrating impact.

Questions for discussion:

1. How does your organization make the world better? How are your beneficiaries/target audience better off because of your work?
2. What makes your organization the best choice to tackle The Problem (or Need)?
3. Why is your work critical, at this time? What happens as a result of your organization’s work?
4. How are you different from your competitors? (eg Innovative approach; access to resources)
5. How can you visually show your impact in an infographic so readers can understand your effectiveness?
6. What are new ways you can share stories about your work?

Bring back to the group examples of how to describe The Solution and demonstrate your organization’s impact.

Break Out Group 3

CRAFTING YOUR CASE BREAK OUT SESSIONS

Assign one person to present a summary of your discussion to the larger group.

One of our biggest challenges is defining our Call to Action.

Questions for discussion:

1. Describe your vision for change – both long-term possibilities and short-term plans?
2. What can your donors do – today – to help you achieve your vision?
3. What upcoming programs/activities rely on donor support?
4. What would an influx of donor support make possible?
5. What different opportunities exist for donors?
6. Discuss your sense of urgency. What will you do with their support this year?

Bring back to the group examples of your call to action ideas.