

Crafting the Case

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WHAT IS A CASE FOR SUPPORT?

1

Compelling
story

2

Tool to
connect to
your donors

3

Call to action



REAL EMPOWERING

PERSUASIVE

BOLD CLEAR

ASSERTIVE MOBILIZING

TELLING TIGHT

CONCISE



WHAT'S THE SCOPE?


- Annual Giving or Campaign?
- How will you use your case for support?
 - Internal communications plan for staff, board + volunteers
 - Donor cultivation
 - Major gifts fundraising tool

ELEMENTS OF A STRONG CASE

- The Problem to Address
- Your Solution + Vision
- Qualifications + Track Record
- Plans, Impact + Urgency
- Call to Action
- Thank You



WHAT'S THE PROBLEM?

- Describe your organization's *purpose*
 - Define the problem/need as simply as possible
 - Identify beneficiaries + impact
 - Focus on the **key elements** that will resonate
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“If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it. ”


— Albert Einstein



THINK BIG PICTURE.

**How will the world
be better when
you achieve your
goals?**

**Why is your
organization
worthy of your
donor's \$\$\$\$?**



Alaskans are living inside one of the
biggest, most complex stories of our time.
The world is watching.

Arctic sea ice — to name just one iconic feature of that story — is melting with unprecedented speed, described by scientists as a “steeply negative trend.”¹

And what comes in its wake? Shipping, for one.

By 2016, luxury cruise ships will traverse the formerly “unconquerable” Northwest Passage for the first time. They will carry guests in pampered comfort over “a mystical Pacific-Atlantic sea route far beyond the Arctic Circle that for centuries captured the imaginations of kings, explorers and adventurers” — as the sales catalog serenades.

For so many reasons, people now see the Arctic as a harbinger — a “canary in a coal mine,” so to speak ... revealing new truths about the planet and humanity’s future.


And who will tell that big, unfolding story to the world?

Who will tell the *real* story, the twisting story, the *unsuspected* story, the *many-faceted* story ... a story that weaves together social, political, cultural, scientific, historic and artistic threads ...?


Guess who.

¹ Skeptical Science: Getting skeptical about global warming skepticism, August 2013

WHO WILL HELP TELL YOUR STORY?

- Who are the critical thinkers?
 - Who are your visionary storytellers?
 - Who has unique insight?
 - Who are your stakeholders?
- 

TALK TO PEOPLE


- Board, volunteers, staff, donors
 - Members
 - Peer organizations
 - Community leaders
 - Founder(s)
 - Veteran board members or volunteers
 - Beneficiaries
- 

ASK QUESTIONS . . .

. . . *and Listen.*



PROCESS WHAT YOU'VE HEARD

- Identify the common threads in your notes
 - How do these relate back to your organization's goals?
 - Organize your information to define the key elements of focus
 - Collect relevant quotes + anecdotes
- 



WHY THE ARTS MATTER

What would life be like without art? Without the illuminating pages of a work by Toni Morrison? Or the choreography of Alvin Alley? The striking colors of a painting by Frida Kahlo or the familiar sound of "Take the A Train?" Without art, all our lives would be diminished. For many of our Ellington students, the arts provide a safe haven in a world that is sometimes harsh and unwelcoming. Through the arts, they learn focus, determination and dedication to their passion. Through practice, they unleash their talent and build their confidence. And with a commitment to excellence, they learn they can soar as high as anyone and demand change in the world around them. The world needs more creative thinkers. The world needs more changemakers. The world needs more Ellington students.



Problem



“ ... the arts provide a safe haven in a world that is sometimes harsh and unwelcoming ... ”

Solution



“ Through the arts, [students] learn focus, determination and dedication. ”

Vision



“ ...they learn they can soar ... and demand change in the world ... ”

MAKE THE CASE

- What's your organization's role in solving The Problem?
- How do you include your reader in The Solution?

The Courage to Tackle the Greatest Threat

More than 70 years ago in a laboratory in Los Alamos, some of the greatest scientific minds of a generation unlocked the secret to splitting atoms and created a nuclear bomb.

We can't put that genie back in the bottle. But a nuclear catastrophe is not inevitable. There are many signs of progress and reasons for hope.

Once there were more than 60,000 nuclear weapons in the world—today, there are fewer than 16,000. The number of countries with the materials needed to build a nuclear bomb has been cut in half since the height of the Cold War. With support from many governments, work is underway on new security measures and agreements.

The problems that remain are more complex and challenging. And one thing is clear: governments alone can't solve them. NTI serves as a catalyst—providing the creativity, the drive, the credibility, and the convening power to bring governments together to act.

“This is an enormous challenge, but NTI has a proven track record in reducing risks. We can only do it with your help. Your support can make the difference.”

—JOAN ROHLFING,
NTI PRESIDENT

IT TAKES LEADERS LIKE YOU

Reducing the risk of a nuclear incident is not “somebody else's job.” It's our collective responsibility, and each of us must do our part. NTI is engaging some of the world's top leaders and philanthropists to create momentum for change. We invite you to join us and contribute your ideas, know-how, and resources to solve one of humanity's greatest challenges.

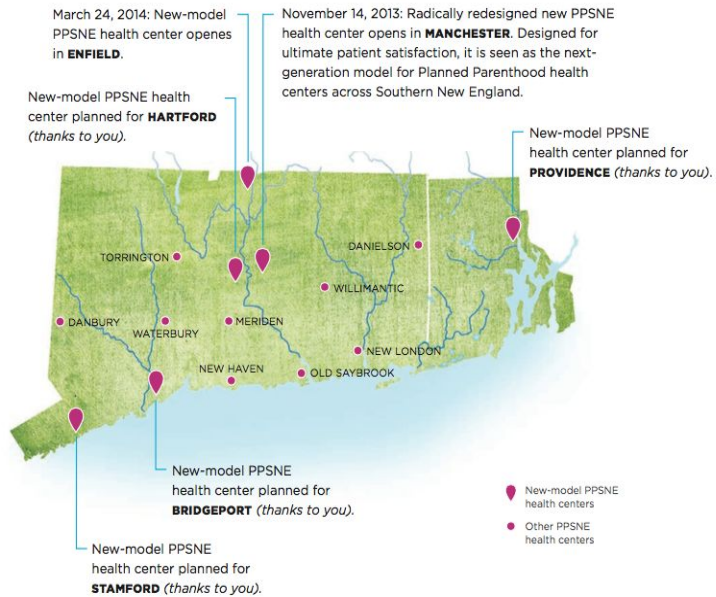


WHY YOU?

What differentiates your organization?

- Track record + experience?
- New or innovative approach?
- Access to critical resources or leaders?

Where we are ... and where we're going, with your help.



"Birth control hasn't just given women control over our bodies — it has given us control over our lives." JUDY TABAR, PRESIDENT & CEO, PPSNE



We've changed the world before. And we're ready to do it again.

For 90 years—from the formation of the Connecticut Birth Control League in 1923 to the establishment of New England's first birth control clinic in Providence in 1932, through the landmark 1965 *Griswold v. Connecticut* case that struck down Connecticut's restrictive birth control law, to the merger between the Connecticut and Rhode Island Planned Parenthood affiliates that formed a stronger, more streamlined organization—we've been at the forefront of sexual health in America. And we plan to stay here.

Gynotician

gy • no • ti • cian // A politician who feels more qualified than women and their doctors to make women's health care decisions.

WHY NOW?

Why are you embarking upon your campaign *at this time*?

- Is there an opportunity driven by timing?
 - Leveraging a major donor's gift
 - Unique chance to purchase property
 - Organization's anniversary or founder retirement
- Are there major challenges on the horizon you are trying to address?
 - Big shifts in government agency support

IMPACT.

What action is your organization taking to effect change?



Expanding from Washington Watchdog to Major Problem-solver in the Field

From its founding in 1919, NPCA has acted as a watchdog and advocate, identifying problems. Our biggest presence was in Washington, where Congress and the White House set policies and budgets for the National Park Service.

"But we wanted to do more," says Tom Kiernan, NPCA president. "We wanted to work with others to solve problems."

In 2000, NPCA had just six field offices. Now we have 23 — and countless local partners, including land owners adjacent to the parks. We fight on principle when we have to, but we prefer to make progress by making partners and friends.

Thanks in part to NPCA's robust expansion into the field, where much of the work gets done, hundreds of new park improvement projects are now underway. Among them: restoring coral reefs in Biscayne National Park and establishing fence-free migration routes for Yellowstone pronghorn herds.



Establishing the Centers for Park Management and Park Research

A decade ago, NPCA recruited and dispatched a small army of MBAs from top schools to help more than 200 national parks across the country write their first-ever business plans.

That was the start. Today, NPCA's Center for Park Management (CPM) works closely with the National Park Service to train its park managers in best practices and leadership. CPM brings an outstanding roster of experts to advise and help the parks overcome their challenges and take full advantage of their opportunities.

Keeping National Park Policy True to its Founding Principles

In August 2005, we faced what seemed like an insurmountable challenge: how to stop a proposed rewrite of the National Park Service's Management Policies, the blueprint that provides day-to-day guidance for park managers. A few lawmakers and Administration leaders wanted to loosen the rules.

The founding language of our national parks emphasizes protecting the parks for future generations.

The proposed new policies went in the opposite direction, changing the emphasis to recreation.

The new policies proposed removing restraints on snowmobiles, jet skis, and other motorized invaders. Air, noise, and water pollution had already disfigured iconic, much-visited parks like Yellowstone, the Great Smoky Mountains, and the Cape Cod National Seashore. The proposed rules also made it much

harder for park managers to defend the wilderness against development.

NPCA organized a massive public opinion campaign to stop the rewrite. The campaign was remarkably successful. More than 50,000 public comments from across the country convinced the National Park Service not only to restore the original, pro-preservation policies but to actually strengthen them.



ADDRESS CHALLENGES

- Internal struggles (e.g. leadership transition)
- External factors (e.g. world events, political climate)
- Common questions (e.g. mission-related activities?)



WHO COMES TO ELLINGTON

People sometimes tell us that Ellington is successful because we only accept the kids "most likely to succeed." Not true. We recruit raw talent, including many kids who have never had a dance class or a vocal lesson. We seek students with passion and potential from every ward of our city and all walks of life.

1/3

OR MORE OF ELLINGTON STUDENTS ARE IN THE FEDERAL FREE OR REDUCED COST LUNCH PROGRAM.

42%

COME FROM THE MOST UNDERSERVED WARDS IN THE DISTRICT: WARDS 7 AND 8.

MOST OF OUR INCOMING STUDENTS ARE BELOW GRADE LEVEL IN ENGLISH OR MATH WHEN THEY START AT ELLINGTON. YET, WE HAVE AN AVERAGE GRADUATION AND COLLEGE ACCEPTANCE RATE OF

95%

COMPARED TO JUST OVER 50% CITYWIDE. WE TEACH OUR KIDS THAT WHEN THEY LEAVE HERE, NOBODY CARES WHERE THEY STARTED FROM—SO THEY HAVE TO BE READY TO COMPETE.

WHO IS YOUR STORY ABOUT?

The donor.

(Every. Single. Time.)



THE DONOR'S ROLE IN YOUR STORY

- What role does the donor play in the Solution?
- Does your language appeal to the donor's sense of self?

CHAMPIONS or
CHANGE-MAKERS?
PHILANTHROPISTS
or ACTIVISTS?



Because of
you, we will
save the world.



“We support a charity . . .
because it gives us a chance
to love something about
ourselves. ”

— Seth Godin, Renowned Marketing Guru

Source: Seth's Blog, 2013



**WHAT FEELINGS
DOES YOUR STORY EVOKE?**

PRIDE?

COMPASSION?

EMPOWERMENT?



“... every time someone donates to a good cause, they're buying a story, *a story that's worth more than the amount they donated.*”

It might be the story of doing the right thing, or fitting in, or pleasing a friend or honoring a memory, but the story has value. For many, it's the story of what it means to be part of a community. ”

— Seth Godin, Renowned Marketing Guru

Source: AFP Presentation by Tom Ahern, 2017

Nuclear Threat Initiative



GLOBAL LEADERSHIP FOR A SAFER WORLD

**Forward-Thinking
Philanthropists
Protecting Humanity**

Who will
save them?

You will,

through your campaign investment in NPCA.



Proposed uranium mine will start digging right about here.

Threat stopped by National Parks Conservation Association (NPCA) and its ardent supporters... for now.

Unplanned teen pregnancy
is a “winnable battle,”
says the CDC.

Will you make it your fight?



Southern New England is headed in the right direction. But that “last mile” is the hardest, toughest part of the fight ...

The number of teen births here and across the U.S. fell by more than half between 1991 and 2013.

Good news.

In just the past two decades, the number of unplanned teen pregnancies has fallen to an all-time low. And yet, 30% of girls who drop out of high school still cite pregnancy as the reason.

There's important work still to do ... especially in our cities.

“In some of Connecticut's poorest cities,” the *New Haven Register* reported in 2014, “the number of children born to teenage mothers is more than twice the state average, according to recent data gathered by the University of Connecticut and the State Department of Education.”

And, of course, it's not just about teens.

These days, an unplanned pregnancy is preventable. Education and easy access to birth control are key factors.

Zero unplanned pregnancies (or as close as humanly possible)?

Of course, it can be done ... if we have your help.

Planned Parenthood of Southern New England (PPSNE) has a master plan for expansion ... our pilot programs are working exceptionally well. Now we need your help to roll these programs out across Connecticut and Rhode Island.

Investors sought. Serious world-changers only.

CALL TO ACTION

**What does the donor need to know
to take the next step?**

- What is the financial goal?
- Is there a clear timeline?
- *So I want to make a gift, now what?*

SAY THANK YOU



Here's our promise: the Anchorage Museum will tell the world's *biggest, most balanced* story of the changing North.

Thanks to you: our true believers.

Thanks to you: who want the Arctic's story accurately recorded and deeply told. The Anchorage Museum will convey the many voices of the North, both historical and contemporary, offering a range of programs for families, travelers, locals and online.

Thanks to you: proud Alaskans.

Thanks to you: the Anchorage Museum's caring, long-standing and visionary supporter family. You've made every other big advance over the years possible! (Just saying...)

True North

Your gift is a story about you ... and what you truly love!



LOOKS MATTER.

- What look + feel are you going for?
- Does the piece reflect your brand?
- Is your copy “skim-able?”

USE YOUR CASE AS A TOOL

- Test your draft with donors + stakeholders
- Refine the concept
- Share the final product
- Incorporate the copy into other communication vehicles

Break Out Sessions

GROUP 1: Defining the Problem/Need

GROUP 2: Defining Solution + Demonstrating Impact

GROUP 3: Defining Your Call to Action



THANK YOU!

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