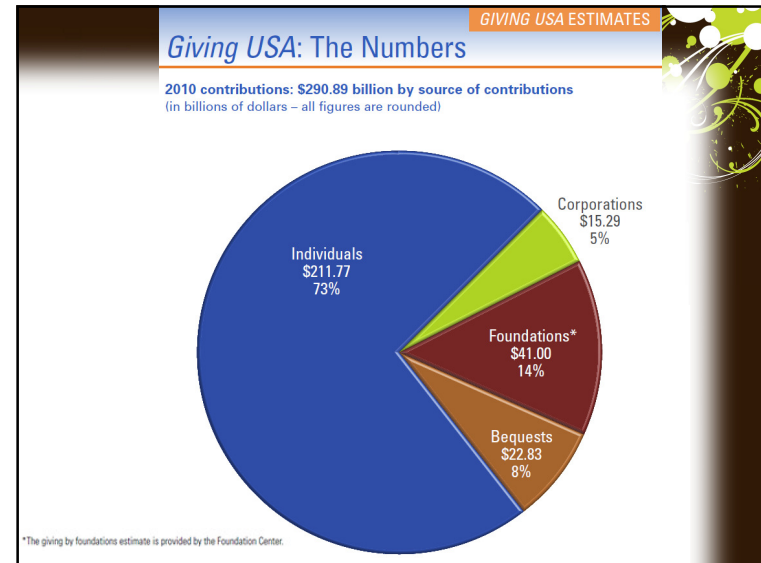


Crafting a Compelling Case

Presented by:
Kirsten Bullock, CFRE
Growing Your Donors
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AFP Rhode Island Fundraising Day Conference



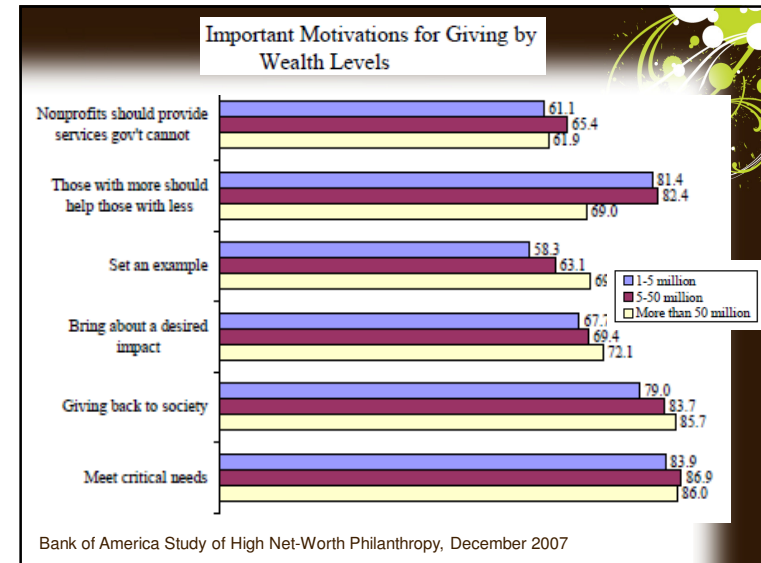
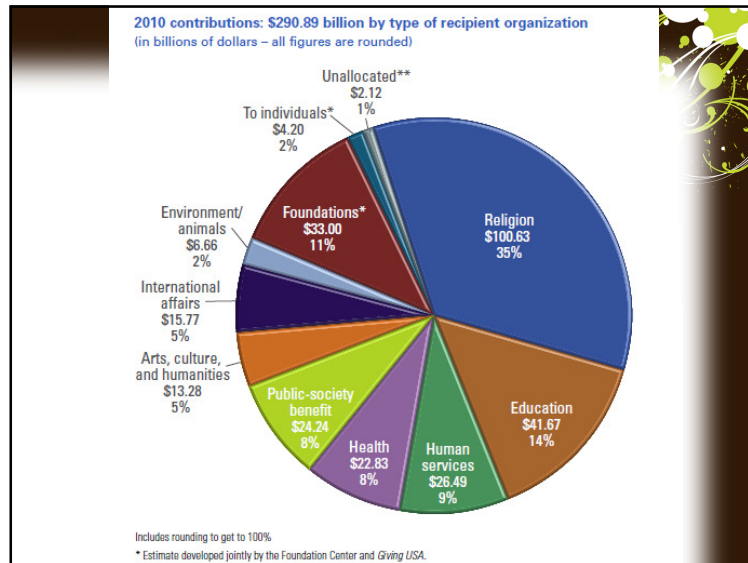
DONOR MOTIVATIONS

What motivates you to give?

Reported Motivations for Giving

Motivations	Respondents
Basic Needs	43.0%
Poor help themselves	36.7%
Make community better	36.7%
Make world better	35.4%
For equity (responsibility to help those with less)	27.9%
Own decision about money	25.3%

Source: The Center on Philanthropy using data from Knowledge Networks. Accessed at: http://www.philanthropy.iupui.edu/research/docs/2009CCS_FinalReport.pdf on May 21, 2010.



Why is it Important?

- Summarizes the Organization
- Invites
- The process

Uses of the Case

- Builds consensus
- Source for other materials
- Feasibility studies
- Demonstrates organizational strength
- Inspiration for giving

Who Develops the Case?

- Development Director (if there is one)
- Executive Director
- Other Key Staff
- Board Chair
- Board

Sections

- The Need
- The Program
- The Cost
- Why You?

The Need

- About the community being served
- Statistics
- A story
- Impactful

The Program

- What is being done
- What results will be seen
- How has the program already helped?
- Have other groups seen success with this approach?

The Cost

- **Income**
 - Individuals
 - Corporations
 - Foundations
- **Program Expenses**
 - Staff time
 - Occupational Costs
 - Supplies

Why You?

- **Management expertise**
- **Organizational accomplishments**
- **Knowledge of community**
- **Awards**
- **Other recognition**
- **Board / senior staff / program staff**

General Guidelines

- **Stories**
- **Graphs, charts and pictures**
- **White space**
- **Short**
- **Simple**
- **Urgent**
- **Adapt**

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