

The top 5 things every small charity needs to know about building an effective case for support

Who should attend this session?

Fundraisers from small charities who are looking to develop an effective case for why funders should support their cause.

Learning outcomes

By the end of the session fundraisers will be able to:

- Identify the information and resources necessary to build the case
- Demonstrate how to use the case in writing and face to face
- Use the case as a starting point for building a relationship with funders

What will be covered?

- Getting started: the law, best practice and 'the rules'
- Finding and researching the material to inform your case
- Getting your written case ready to use
- Making a verbal approach
- Keeping the case statement up to date and interesting!

Session outline

Time	Session
09.30	Registration & coffee
10.00	Welcome & introductions
10.15	5 things you need to know about building an effective case for support What exactly is a Case for Support?? Relevant legislation: FRSB; Codes of Fundraising Practice
10.30	Two: Research, research, research
11.30	Break
11.45	Three: The generic Case for Support What is it? Who is responsible for developing it? Who keeps it up to date?
13.00	Lunch
13.45	Four: The written Case for Support How do you develop your C4S for use in written materials – appeal letters, website copy, grant applications etc?
15.00	Break
15.15	Five: The verbal Case for Support How to use persuasion techniques in verbal presentations
	Testing and Reviewing the Case: Check your Case and keep it relevant Institute of Fundraising & FRSB; Special Interest & Groups
16.15	Recap and review
16.30	Finish