Developing Your Case for Support: How to Make the Case for Donor Dollars

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Fundraising is...

“The gentle art of teaching others the joy of giving.”

- Gentle
- Art
- Teaching
- Others
- Joy

2018 Contributions: $427.71 billion by source of contributions (in billions of dollars – all figures are rounded)

- 18% Foundations 175.84 billion
- 9% Request 109.71 billion
- 5% Corporations 120.25 billion
- 68% Individuals 192.85 billion
2018 Contributions: $427.71 billion by type of recipient organization (in billions of dollars – all figures are rounded)

Total giving: 1978-2018 (in billions of dollars)

Predictors of Charitable Giving

S&P 500: As assets rise, so does philanthropy

Personal Income: Growth in household income results in growth in philanthropy

Charitable Giving: Previous giving typically predicts future giving
Charitable Giving to Higher Education, 2017-2018 academic fiscal year

$46.73 Billion

7.2% more than previous year
Gifts to current operations increased 6.2%
Gifts for capital purposes increased 8.6%

Source: Council for Advancement and Support of Education, 2018 Voluntary Support of Education survey
What’s your future?

The Right Reason = Develop Your Case for Support

• A big, compelling idea that is inspiring
• The Problem +
• Your Solution +
• Your Results =
• Why the prospective donor should care

Developing Your Case: Questions to Ask

• Why do we exist?
  – Any data about the problem or cause?
• What is the solution?
  – Description of program(s) and service(s)
  – Include participation data / units of service
• If we didn’t exist, what would people miss? How would we know?
  – Outcome results, impact data
  – Participant testimonials

Watch: https://www.youtube.com/watch?v=_qU9YfhKGt0

Listen: Case for Support podcast with Dr. Tim Seiler
Developing Your Case: Questions to Ask

- How is your nonprofit distinct and different?
- What evidence do we have that our nonprofit is managed effectively and efficiently?
- How will the donor’s gift make a difference?

Working with Prospective Donors

INTERACTION over TIME

Successful Personal Fundraising is . . .

The **right** person(s) asking the **right** prospective donor for the **right** gift for the **right** reason at the **right** time in the **right** way.

Listen: Fundraising Fundamentals with Dr. Tim Seiler

Click here: The Fund Raising School’s course schedule
## Developing Your Case for Support

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>Why does the organization exist? What is the extent of the social problem it addresses?</td>
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<tr>
<td>What is the solution? Describe programs and services the nonprofit provides.</td>
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<tr>
<td>If the organization didn’t exist, what would people miss? How would we know? Include outcome results, impact data, and participant testimonials.</td>
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<td>How is the organization distinct and different from others?</td>
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<td>What evidence do we have that the organization is managed effectively and efficiently?</td>
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<td>How will donors’ gifts make a difference?</td>
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