

Development Services

Webinar Series

September 9, 2020

Developing Your Case for Support for Donors

Presenters:



Andrea Ambrose
Director of Advancement



Kelly Scott
Major Gifts Officer

LEARNING OBJECTIVES

- 1** DEFINE YOUR VISION
- 2** ASSEMBLE YOUR CASE FOR SUPPORT
- 3** UNDERSTAND YOUR DONORS VIEWPOINT

1

DEFINE YOUR VISION

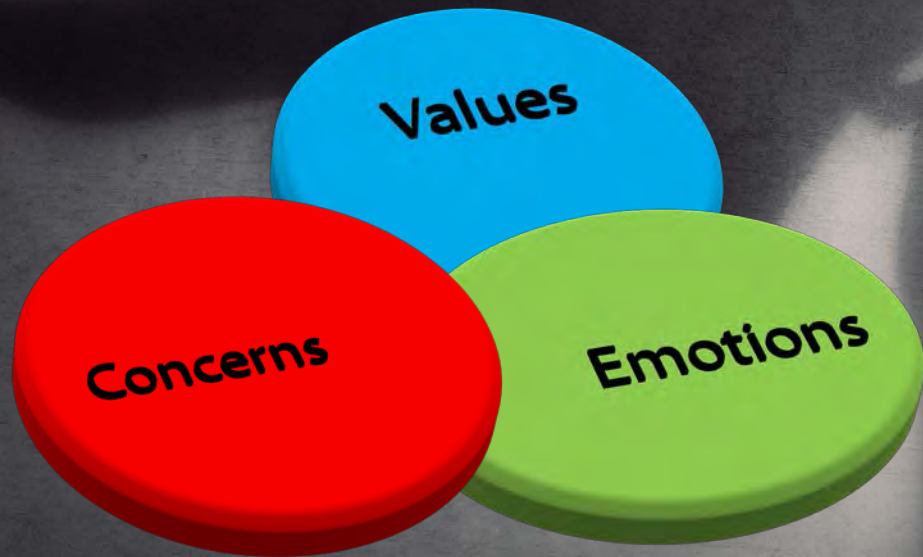
What is your why?



meeting needs not having needs

1

DEFINE YOUR VISION




1

DEFINE YOUR VISION

“We need to buy more computers, science equipment and curriculum for 4-H Science Programs”

1

DEFINE YOUR VISION

A photograph of three young people, two boys and one girl, smiling and posing together outdoors. They are wearing matching green t-shirts with a white graphic design. The boy in the center is wearing a grey baseball cap. The girl on the left has her hair in a braid. The boy on the right has blonde hair and is wearing braces. They are standing in front of a blurred background of trees and a fence.

“We are engaging one million new youth in science education to meet the needs of the 21st century.”

1

DEFINE YOUR VISION

Mon - Sat
8.30 am - 6.30 pm
Permit **IS-MJ**

No return
within 1 hour

Match days only
Additional controls
Mon - Fri
6.30 - 8.30 pm
Sun & Bank Hols
Noon - 4.30 pm

Permit holders **IS-MJ**
IS-J

or

Pay by phone
020 7125 0039
quoting location
61770
Max stay 2 hours
No return
within 1 hour

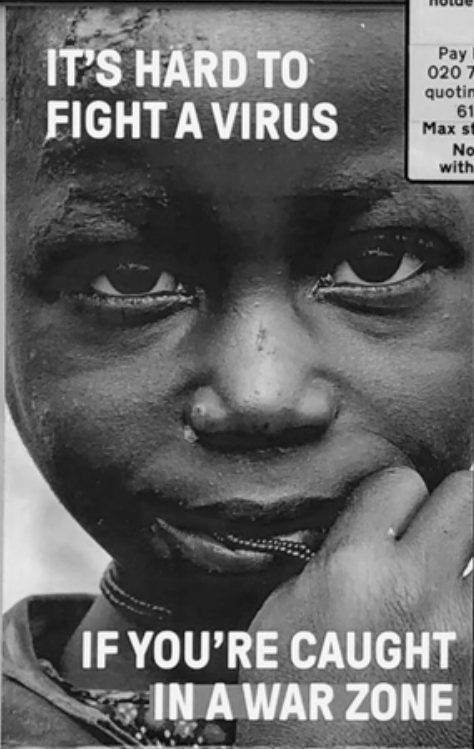


**save
GENERATION
COVID**

unicef 
UNITED KINGDOM

TAKE ACTION NOW
UNICEF.ORG.UK

**IT'S HARD TO
FIGHT A VIRUS**



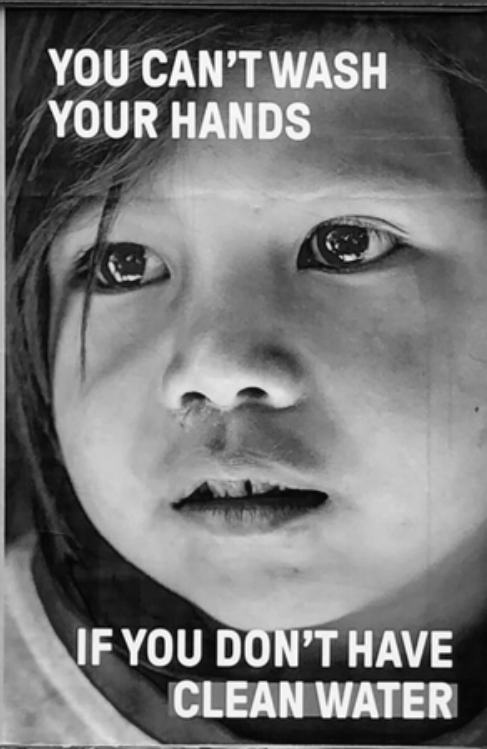
**IF YOU'RE CAUGHT
IN A WAR ZONE**

**CORONAVIRUS
IS THE
BIGGEST
GLOBAL
CRISIS FOR
CHILDREN
SINCE WORLD
WAR TWO**

unicef 
UNITED KINGDOM

TAKE ACTION NOW
AT UNICEF.ORG.UK

**YOU CAN'T WASH
YOUR HANDS**



**IF YOU DON'T HAVE
CLEAN WATER**



**save
GENERATION
COVID**

unicef 
UNITED KINGDOM

TAKE ACTION NOW
AT UNICEF.ORG.UK

**IT'S HARD TO
FIGHT A VIRUS**



**IF YOU'RE CA
IN A WAR**

2

ASSEMBLE YOUR CASE FOR SUPPORT



2

ASSEMBLE YOUR CASE FOR SUPPORT

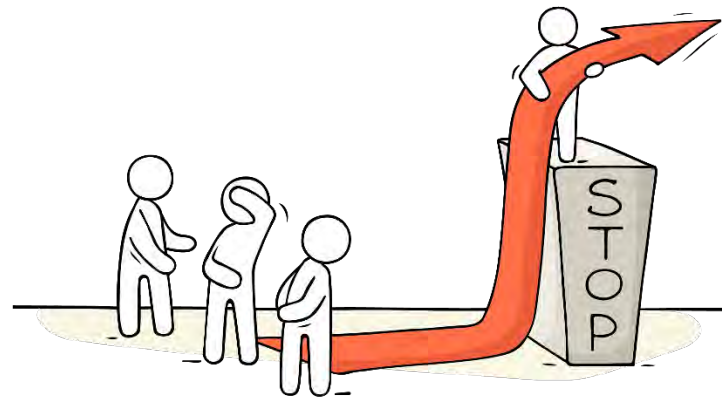
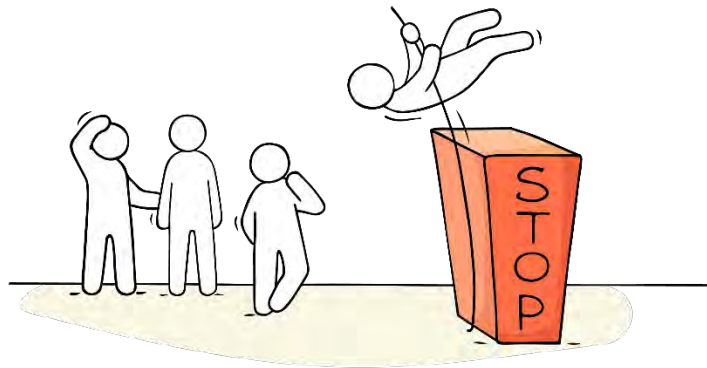
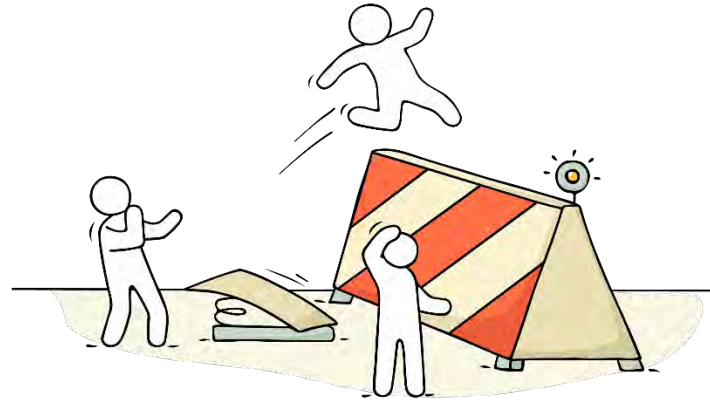
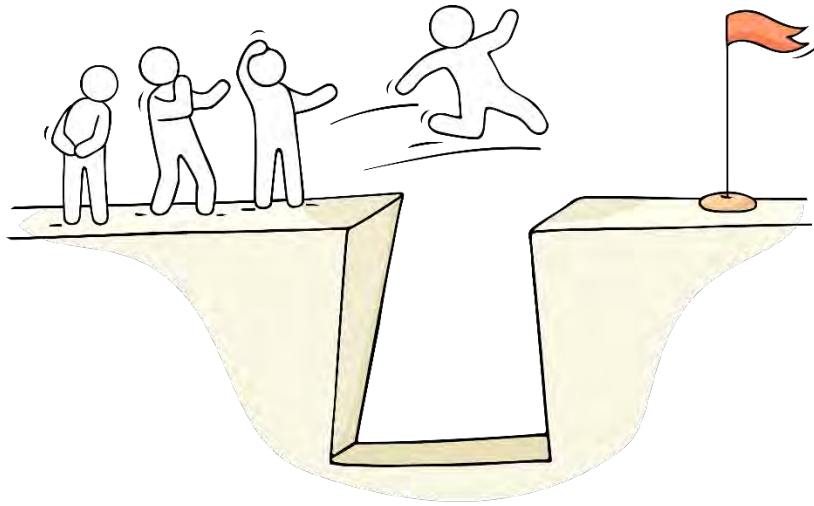
THE
COMMUNITY
NEED

SEEKING
HUMAN
KINDNESS

2

ASSEMBLE YOUR CASE FOR SUPPORT

OUR SOLUTION



2

ASSEMBLE YOUR CASE FOR SUPPORT

WHY US



2

ASSEMBLE YOUR CASE FOR SUPPORT

UCCE programming increases student leadership for healthy outcomes



After participating in 4-H SNAC programs, 95% of youth participants reported they learned how to be a better leader, supporting increased health outcomes in their communities.



OUR IMPACT

2

ASSEMBLE YOUR CASE FOR SUPPORT

STRATEGIC
DIRECTION



2

ASSEMBLE YOUR CASE FOR SUPPORT

FINANCIAL
MODEL



2

ASSEMBLE YOUR CASE FOR SUPPORT



Funding

Timeline

Impact

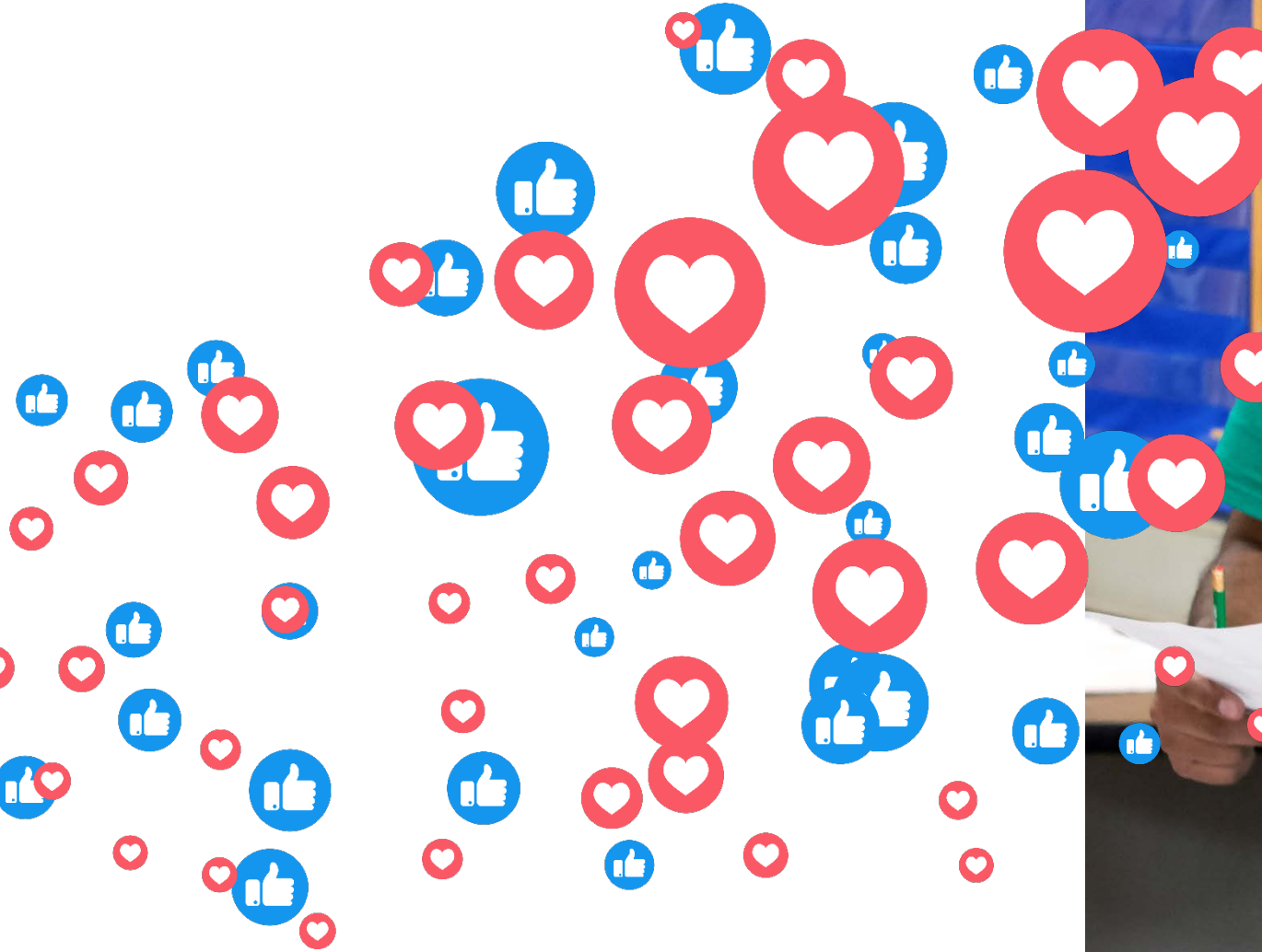
Other Sources

RESOURCES
REQUIRED

2

ASSEMBLE YOUR CASE FOR SUPPORT

SOCIAL
RETURN ON
INVESTMENT



3

UNDERSTAND YOUR DONORS VIEWPOINT



3

UNDERSTAND YOUR DONORS VIEWPOINT

WE NEED CHANGE

Partner with us on our strategic priorities that directly support:

•**EXPANDING**

Low-income children's access to free meals in schools or at home

•**INCREASING**

Participation in CalFresh to provide low-income families access to healthy nutritious meals

•**STRENGTHENING**

Nutrition programs for women, infants, and children (WIC)

•**MENTORING**

Underrepresented nutrition policy students to increase racial diversity in the field

•**ADVISING**

Effective food policy with evidence-based guidance

For over 20 years, the University of California's Nutrition Policy Institute has conducted research and provided policymakers with data to support the provision of healthier foods for children in childcare, schools, and federal food programs. Our work has shown that **good nutrition** linked with **evidence-based research** can **decrease risk factors** for debilitating diseases such as type 2 diabetes, obesity, and cardiovascular disease.

Support NPI today!

NPI.UCANR.EDU/DONATE

For more information: NPI.UCANR.EDU

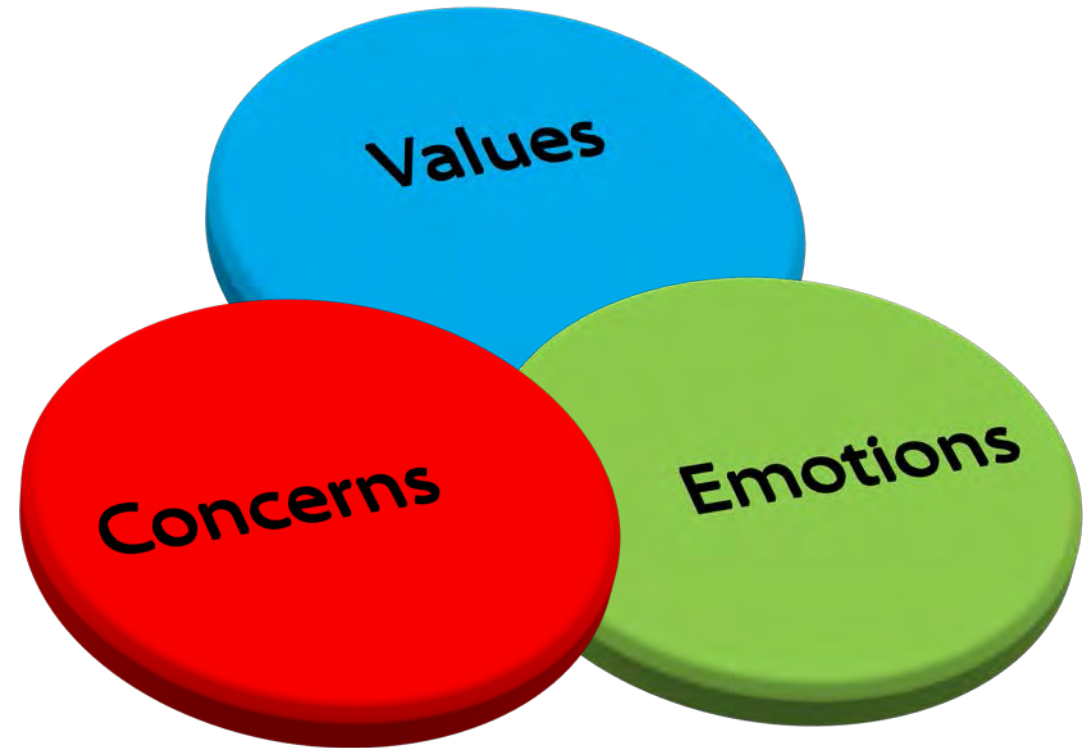
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2115 Milvia Street, 3rd Floor
Berkeley, CA 94704



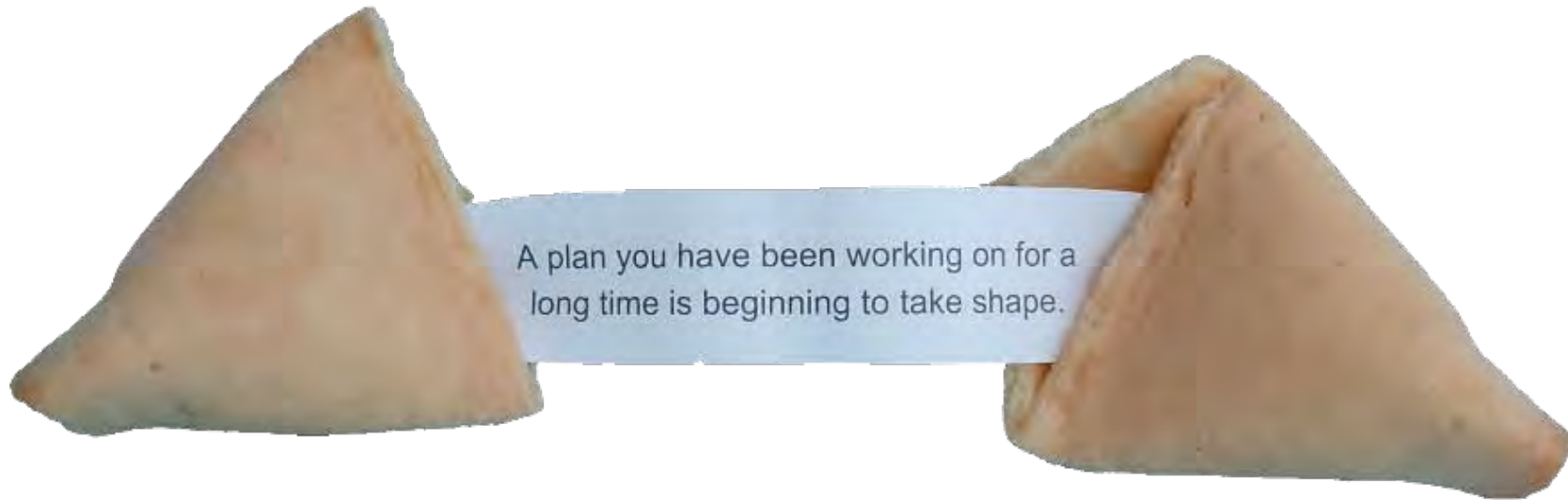
UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Nutrition Policy Institute



3

UNDERSTAND YOUR DONORS VIEWPOINT



THANK YOU

Presenters:



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Building a Your Case for Support: A Step-by-Step Guide

Answer the following questions in order to develop the content for your Master Case for Support. Remember, you will rarely use this as a stand-alone document; rather you will use the relevant sections to support your conversations with donors, to prepare proposals and to devise fundraising messages and strategies for your current and potential donors. Explore [these excellent resources](#) reflecting the UC ANR Strategic Plan, our Public Values and desired Condition Changes for supporting verbiage and inspiration.

Once you have answered the questions in each section, translate them into a narrative that is brief and focused on high-level messages.

Part 1: The Community Need

Keep in mind; you are NOT talking about UC ANR or your program in this section. You are talking about the problem that you exist to address.

- What social problem exists in your community, region, state, country, or world that needs to be addressed?
- How can you quantify the size of this problem? Here is where you will need to gather some external data.
- Why would this problem get worse if no one addressed it?
- How much worse would it get?
- Why should someone not affected by this problem care about it?

Part 2: Our Solution

How is ANR uniquely positioned and capable of addressing that problem?

- How is ANR uniquely positioned and capable of addressing that problem?
- What are the core competencies your nonprofit possesses that make you the right organization to solve this problem?
- What is your operating model for delivering this solution to the problem identified in the Community Need section above?
- Ultimately, what is your value proposition as an organization? How do you take community inputs (money, people, clients, etc.) and translate those into positive community change?

Part 3: Why Us

How is ANR uniquely positioned and capable of addressing that problem? How does your solution fit into the competitive landscape? It is not enough to say that you have a great solution. You must compare your solution to other approaches out there and must demonstrate why your approach, in comparison, is superior.

- What are the alternative solutions to this problem that already exist (competitor organizations or solutions)?
- Why are these solutions inferior? Make a reasoned argument for why those

solutions do not adequately address the problem.

- What is it about ANR's solution to the problem that makes it superior to the other alternatives out there?
- Ultimately, what is your value proposition as an organization? How do you take community inputs (money, people, clients, etc.) and translate those into positive community change?

Part 4: Our Impact

Share any results that you have that prove your program works – demonstrate what you are doing to track your progress. Ultimately, what is your value proposition as an organization? How do you take community inputs (money, people, clients, etc.) and translate those into positive community change?

- What quantifiable results have we gathered that show improvement in our clients' lives, change to a system, or some other change that our work has helped create?
- What qualitative (quotes, stories, testimonials) results have we gathered?
- Impact statements help describe the differences, outcomes, tangible impact that gifts have. They are shorter and more concise than your master case.

Part 5: Strategic Direction

This is where you will concisely articulate the goals and objectives of your strategic plan. What is our vision?

- What 3-5 measurable things do we want to accomplish in the next 3-5 years?
- How do these goals contribute to solving the problem we outlined in the Community Need section above?

Part 6: Financial Model

To attract philanthropic investments, you have to demonstrate the financial sustainability of your organization. You have to show that you are a wise investment. Have your information ready, whether you share it right away or not. You will need to address these key areas as your request moves through the process.

- The size of your annual budget
- The sources of revenue to meet that budget
- How you think your operating revenue and expenses will change in the future Your plan for maintaining and/or growing those revenue sources

Part 7: Resources Required

This section will change based on the fundraising campaign you are launching and/or the donor audience you are communicating with.

- How much money and over what timeline do you need for this particular campaign?

DEVELOPMENT SERVICES

Why do you need this amount?

- What will this money do for the organization and ultimately the Community Need you are addressing? How does this amount of money fit into your overall budget over the same timeframe?
- What other funding sources are you investigating?

Part 8: Social Return on Investment (SROI)

Donors are increasingly looking for a social return on the investments they make. This does not mean that they want money back (a financial return), but rather, they want ANR to project how the investment the donor makes compares to the problem you are trying to solve.

- What will a donor's investment allow you to do?
- How can you compare that investment to the change it will allow you to make?

Have I made the case? Review your case for support

Have I made the case that our issue/cause is worth someone's sacred time or money?

- Have I made it clear that a solution is possible?
- Can I articulate why they should place their faith in us over all others?
- Can I show them what we are doing with their money?
- Have I set up the right infrastructure to make them feel a part of the effort?

Will your Case Answer Donors Questions?

- What would my gift support?
- What difference does that make?
- Why should I give more?
- Are you accountable?
- Will you thank me?
- Will I hear from you?
- What is the return on investment?

We're happy to review and comment on your document – feel free to reach out to us any time:

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