

## What is the "Case for Support"?

A "Case for Support" is an up-to-date snapshot of a not-for-profit organization at a point in time. The document is valuable source material for all marketing-oriented communications. For example it should be read by anyone writing a brochure or preparing a video or writing other promotional literature for your organization.

The Case for Support is NOT primarily a marketing document. The Case is a source for writers and communication planning. The Case for Support is to the writer what unfinished wood is to a cabinet maker -- raw material from which the artisan forms something valuable.

A Case for Support often includes material already in existence; the case writing exercise is more one of documentation than creation. In the Case, all the elements are gathered in a single document, and eventually should appear in a single comprehensive file.

One of the important benefits of the Case for Support exercise is in documenting the common understanding of vision and mission shared by the stakeholders, i.e. members of the Board, senior personnel and key donor groups. This Case For Support document is an expression of that mutual vision, written to help maximize fundraising potential.

The document and its supporting files are meant to be reviewed and updated at least annually or whenever the configuration of the work and service changes. Keeping the file current pays dividends when the organization begins to use a variety of suppliers, volunteer or paid, to produce communication pieces and fund raising materials.

The case for support, as prepared by KMA Consultants Inc., focuses on the mission and vision of your organization. It is written to appeal to the intellect and heart, to demonstrate just how your organization makes a difference in the lives of people and the communities you help and serve.

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