

PHILANTHROPIC ORGANISATIONAL CASE FOR SUPPORT

Guiding points

- Why do you exist? What is the need? (issue/opportunity)
- What is your organisation?
 - NFP? Charitable? Established when?
 - Business model statement (what you do, who for, where, and how are you supported financially e.g. donations, foundation grants, business sponsorship, government grants, ticket sales, net income from workshops),
 - Vision, mission, goals, values
 - Who benefits? How? (economic, social, cultural)
- Why are you the best organisation to do this? Credentials, people (artistic, governance, leadership), key achievements, history?
- How are you unique?
- Description of primary activities. What, why/need, where, who for, how many, by who, uniqueness, outcomes, credentials, testimonials, case studies
- Why do you need donor support? Principal revenue streams breakdown, funding challenges (don't appear disgruntled)

- What are your funding priorities? Generate revenue to support core programs? Special project? Program expansion?
 - What issue/opportunity has led to this being a priority?
 - What needs to be done to address the issue/opportunity?
 - How is this priority linked to the vision, mission, goals of the organisation
 - How much is needed? By when?
 - What will donations go directly towards?
 - What difference will this make? What can be achieved with this support?
 - Who will benefit and how?
 - How can supporters make a donation?
 - How will you manage, acknowledge and recognise my contribution?

- Other ways I can get involved? Volunteering, Business Sponsorship?