



Development Challenges Facing Leagues

How to make the case when soliciting funds

Workshop presented at LWVUS Council, Summer, 2005 -- a summary

The purpose of this workshop was to illustrate how to construct a Case Statement to be used in conjunction with fund development activities. A Case Statement should contain specific sections with pertinent and up-to-date information about the league's services, unique qualities, achievements, and plans for addressing a particular need or issue.

1. The Need

Identify the issue to be addressed and the relevancy of the league's work to the issue.

2. The Solution

Explain the league's approach to addressing the issue and why this approach will be effective.

3. The Beneficiaries

Identify the beneficiaries of the league's work and how this work will impact the beneficiary.

4. Self Interest

Explain how the donor will benefit from the league's work in addressing the issue.

5. Capacity

Provide information on how past successes will position the league to effectively address the issue.

6. Ask

Ask the prospective donor for an appropriate level of support. Identify the resources that the league will need to address the issue. Give reasons why the donor should support the league and identify additional activities that the league will be able to carry out as a result of the donor's support.