



Crafting Your Case for Support

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OUR JOB

IS TO

INSPIRE

PEOPLE  ACTION

to change the WORLD

- BRAD CECIL

What Is a Case for Support?

- Source of truth that aligns internal stakeholders around consistent messaging
- Core messaging that can be broken down into smaller components for different audiences and channels; basis for your “elevator pitch”
- Answers questions like:
 - What is the problem or need you are addressing?
 - Why is your organization the right one to address the problem?
 - What is your solution?
 - What impact will your solution create? How will it change your community?
 - How much will it cost and what are your funding needs?
- Can be used in all settings

Key Principles

- A case for support is NOT a stand-alone document to be shared externally or used as a proposal template.
- A well-written case for support answers donor questions before they are asked.
- A case for support is used as core messaging, not a final product.
- Desktop publish your case for support to maintain relevant stats.

Sample Introduction

For 40 years, the Kansas Food Bank (KFB) has been dedicated to providing comprehensive and compassionate HungerCare whenever and wherever it is needed. Every day, KFB collects, sorts and distributes food to a vast network of more than 700 partner agencies where community members can receive food and services.

The Kansas Food Bank serves one of the largest geographic service areas of any food bank in the Feeding America network through its main distribution center in Wichita, KS, and a warehouse in Independence, KS, both on the eastern side of the state. KFB has identified an opportunity to better serve the increase in need experienced by food-insecure neighbors in the western, more rural communities of Kansas. This strategy centers around a transformative \$10,000,000 ***Building a Healthier Tomorrow*** capital campaign. In a dedicated effort to address the pressing challenges of food insecurity in western Kansas, the campaign will focus on the establishment of a new western Kansas hub and providing resources needed by regional partner agencies to increase their capacity to distribute healthy food.

Framing Your “Why”

- Create a narrative; your case for support is your unique story to tell
- Collaborate across teams for information that strengthens your case
- Know your audience; write with donors in mind
- Seek feedback
- Update regularly; the case for support is a living document

Tips for Writing

- Consider the voice and tone of your organization
 - Voice: I/We
 - Tone: donor-centric, community-centric, asset framing
- Key components of a case for support:
 - Need, Mission, Solution, Impact, Budget
- Use AI as a tool, not a solution
- Provide an offer structure or value proposition (ex: \$1 = 3 meals)
- *Handout: Case for Support Template with Question Prompts*

Incorporating Storytelling

- Stories illustrate impact past statistics and narrative
- Create a story bank of different stories for tailored donor communications
- *Handout: Story Collection Template*
- *Resource: [Strength, Dignity and the Power of Story Webinar](#)*

Storytelling Examples

After graduating high school with an Individualized Education Program, Natasha pursued independence until her world was rocked by the passing of her mother and brother. Her grief made it difficult to find a path forward. In 2015, Natasha joined the Goodwill Empowerment Works program, which helps adults with IDD design their future with tailored job training and community support. Now, she is thriving personally and professionally.

"I'm proud of myself because I've come a long way. Goodwill gave me a lot of training and support. They helped me grow stronger, and now, I love the woman I am." -Natasha

Verrenthia, 58, makes it a priority to create balanced meals at home for her husband, Leon, and their three kids, JT and Natalie, who are young adults, and Princeton who is 8 years old.

While Princeton is growing and thriving, the family's older children are working hard to build their futures. Natalie is close to finishing her nursing degree, and JT is a truck driver saving up to move into his own place. Leon works full-time to support the family, but due to mobility challenges, Verrenthia is unable to work.

Despite everyone contributing what they can, it's still a struggle to afford the nutritious food that four adults and one growing child need, especially with the rising cost of living.

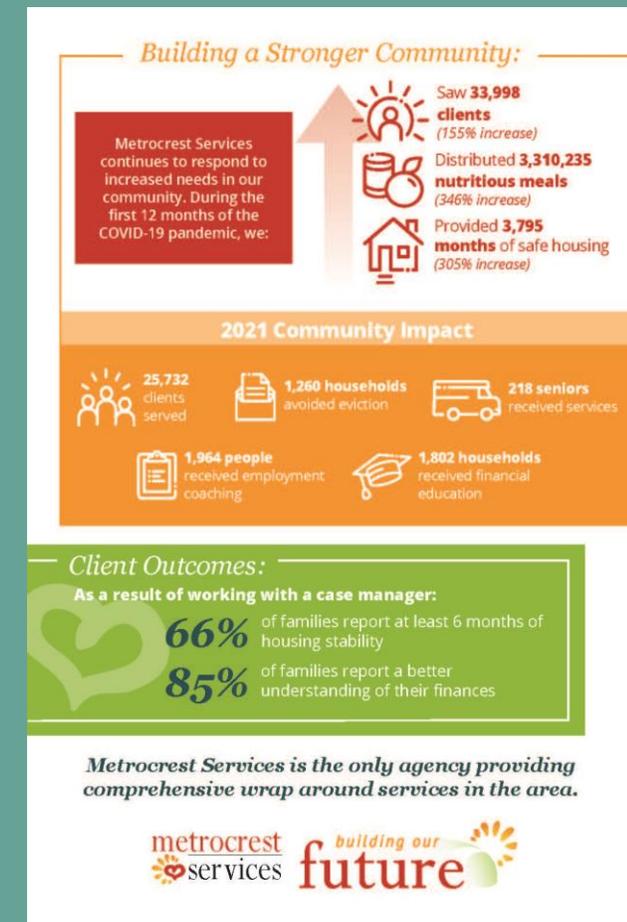
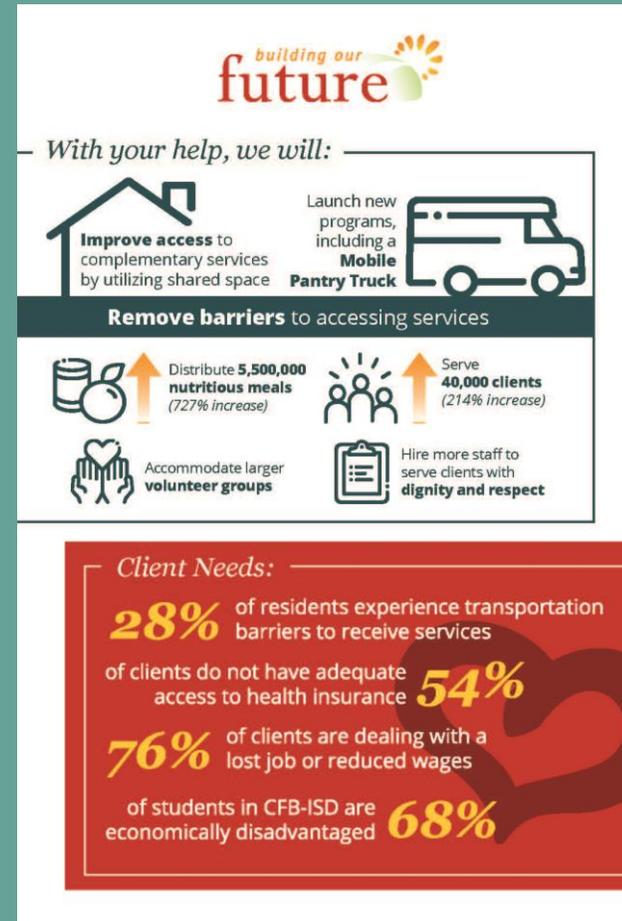
You can help. Please join our incredible matching challenge to share nourishing food for more families like Verrenthia's.

Messaging for Multiple Channels

- Your case is the core message; channels are different ways to package and deliver it (omnichannel communication)
- Common channels:
 - **Case for Support:** source of truth, internal doc
 - **One Pager:** leave behind or pre-read
 - **Slide Deck:** bullet points, visuals, data
 - **Major donor:** executive summary and grant proposals
 - **Website:** high level overview, visuals
 - **Summary:** one paragraph intro for email, letters, etc
 - **Social Media:** 1-sentence hook, visual, direct call to action
- Adapt length, tone and format to channel norms while keeping key points from your case (your “why”)

Messaging for Multiple Channels

- Handout: One Pager Template
- Handout: Designed Case for Support Example
- Example: Infographic One Pager



Messaging Example: Letter



DOUBLE Your Impact for the Holidays!
Help Restore What Hunger Takes Away

31475*****AUTO**3-DIGIT 760 P3
Mr. & Mrs. John Q. Sample
2115 Arlington Downs Rd.
Arlington, TX 76011



Dear [Salutation],

November 2025

Spend just a few minutes with Lula, and she's likely to have you laughing. She radiates joy, resilience and strength. Her story is a testament to what's possible when we all have support and determination to move forward.

And right now, you can help ensure neighbors like Lula continue to have access to this level of care, dignity and nourishment through Harvesters and our agency partners.

Through the end of the year, Peter and Veronica Mallouk of Creative Planning, Inc. have offered a \$500,000 matching challenge for donors like you.

That means you can DOUBLE your impact for neighbors like Lula through your holiday gift, [Salutation].

A donation of [Ask Amt 1] or even [Ask Amt 3] will go twice as far to help share nutritious food, hope and opportunity for neighbors throughout our communities at this special time of year.

Behind Lula's warm smile is a life shaped by perseverance in the face of adversity.

"I didn't come from an easy area," she shares. "Sometimes we got food stamps.

(over, please)

Sometimes we didn't.
Sometimes, the lights are on.
Sometimes they're not.
The longest we went without food was probably two or three days."



As a young adult, Lula was left with few pathways to stability. In her mid-20s, her circumstances led to incarceration, and she recalls the fear and uncertainty of being in prison during the early days of the Covid-19 pandemic.

When Lula was released, she came home to a world that looked and felt very different – one where rebuilding was made even harder by a changed economy and a soaring cost of living.

"Bread went from, like 99 cents to \$5.89," she recalls. "Everything was different."

This holiday season, Lula's story is a reminder of what's possible when support, opportunity and community come together.

At Second Chance Risk Reduction Center – a Harvesters agency partner – Lula found a team of people who believe in her. With their support and her own resolve, she's learning new job skills, focusing on her mental health, preparing to earn her CDL license – and building confidence every step of the way.

Access to nutritious food has been an essential part of her journey.

"It's like, real food that can help me get through the next week or two," she says. "They give water...juices, vegetables, salads, cheese...whole turkeys. Even little sack lunches to take to work or school."

For Lula and so many of us, food is about more than just nourishment. It's a foundation for stability, strength and movement forward.

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Your gift during this special matching challenge is about more than food, too. It's about restoring what hunger takes away – health, focus, dignity and the ability to look toward a hopeful future.

That's certainly how Lula sees it. She says her case manager often reminds her that she can't make every step at once, so she is focusing on taking one step forward, every day.

That's the power of your support – and right now, your gift will go twice as far.

Harvesters continues to face a shortfall in food resources across our communities following drastic cuts to federal hunger relief programs. At the same time, more neighbors are reaching out for help amid ongoing high prices.

Until the end of the year, you can join this special matching challenge to help fill the gap and ensure nutritious food is accessible when and where it's needed most.

Together, we can help restore what hunger has taken – and build stronger, healthier communities for us all.

Please send your gift by December 31 to DOUBLE your impact for local children, families and older adults this holiday season.

Thank you for joining with Harvesters and our entire community at this special time of year to provide nutritious food, hope and health for us all.

Happy Holidays,

Kevin Strathman
Board Chair

P.S. Will you join Harvesters to DOUBLE your impact this holiday season? Please don't wait.



**CREATIVE
PLANNING**
Charitable

Messaging Example: Email



DOUBLE MY IMPACT

Dear [Name],

Hunger doesn't just mean missing a meal.

It means missed moments — the ability to focus, to celebrate and to feel safe and stable at home. Hunger creates invisible burdens like stress, fear and uncertainty.

And right now, our community members are missing more than meals. Children can't concentrate in school. Parents carry silent worry. Older adults must choose between medications or food.

But together, we can help restore what hunger takes away — for community members like Lula.

At 31, Lula is rebuilding her life with strength and purpose. She's gaining new job skills, working on her mental health and preparing to earn her CDL license — all with support from Second Chance — a Harvesters agency partner.

And access to nutritious food is a key part of her journey.

"It's like, real food that can help me get through the next week or two," she says. "They even have sack lunches for work or school."

And right now, you can double your impact for more neighbors like Lula thanks to a \$500,000 Holiday Matching Challenge from Peter and Veronica Mallouk of Creative Planning, Inc.

With your support, we can restore what hunger takes away.

Gratefully,



Kevin Strathman
Board Chair

DOUBLE MY IMPACT

*Name has been changed to protect identity

All gifts now through the end of the year DOUBLE thanks to



CREATIVE PLANNING
Charitable

Key Takeaways

- Your case for support is the foundation for all messaging across the entire organization.
- Stories help reinforce an emotional connection to your mission.
- Consistently apply messaging across multiple channels. It should become the shared language across development, communications, leadership and board.



Thank You

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ASSOCIATES