Creating a Transformational Case for Support
Insights from cultivating a $27.1M gift
Setting the context
United Way for Southeastern Michigan is inviting people and organizations with expertise, resources and passion to join us in Making Greater Detroit one of the top five places to live and work by 2030.

"We must have the courage to put a stake in the ground in our communities, to set audacious goals and to bet a great majority of people will join us."
— Rick Harwood, Harwood Institute for Public Innovation
General Motors Banks on Detroit Kids

$27.1M to Back United Way High School Program
“A case for support is not so much about what your organization does. A case for support is mostly about your promise, the promise you make to the world through your mission, your accomplishments and your plans.”

Tom Ahern, Author and Nonprofit Communications Specialist
Developing Your Case for Support

YOUR PROMISE:

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WHY ME (DONOR)?:

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Developing a Case for Support

Consider the Following Questions:

• What does your organization promise?
• What will be different in your community, state, nation or world?
• Why is your solution worthy, proven, effective or unique?
• Why is now so urgent?
• Why do you need my (donor) support?
• How will you convey emotion in the case for support?
“Good is the enemy of great.”

Jim Collins, Author

Good to Great – Jim Collins

Creating a Transformational Case for Support
Big Hairy Audacious Goal

BHAGs Are:

• Action-oriented
  Clear (who, what, where, by when)
• Compelling and gripping - people "get it" right away
• Bold; bordering on hubris and the unattainable
• Ten to twenty-year timeline to deliver
Developing Your Case for Support

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Hedgehog Concept

Three Circles of the Hedgehog Concept

- What you are deeply passionate about
- What you can be the best in the world at
- What drives your economic engine

Hedgehog

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## Developing Your Case for Support

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WHY ME (DONOR)?:
Developing Impact Strategies

Consider the Following Questions:

• How does this strategy align with our promise?
• Does this strategy leverage our hedgehog?
• Are we measuring an outcome versus or an output?
• How will we track and report progress?
• ‘By When” will we deliver on this strategy?
• Is this Impact Strategy both a stretch and attainable?
Developing Your Case for Support

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## Developing a Cultivation “Moves” Menu

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<th>Standard Moves</th>
<th>Custom Moves</th>
<th>Transformational Moves</th>
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<td>Raising broad awareness of mission, vision and resulting community impact</td>
<td>Aligning engagement with the donor/prospective donor’s specific area of interest; providing access to behind the scene or inner-circle experiences; increasing listening and dialogue</td>
<td>Providing a life-changing, hands-on experience in the donor’s preferred mission area of your work</td>
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<td><em>Examples:</em> Tours, Mission-Focused Events (both programmatic and fundraising) E-newsletters, Direct Mail, Website links, Personal Notes</td>
<td><em>Examples:</em> CEO Chats, Personal invitation to meet/hear Guest Speakers/Subject Matter Experts, VIP Access, Seating at an exclusive event</td>
<td><em>Examples:</em> Mentoring a child, Volunteering on the Crisis Hotline, Awarding the Scholarship, Riding in the Ambulance, “A Day in the Life Of” shadowing experience</td>
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Donor Cultivation Plans

• Is this cultivation move aligned with the donor's/corporation's area of interest?

• Are we being strategic in the level of move we’re selecting?

• What will the donor know or feel as a result of this cultivation move?

• What more do we want to know about this donor through this move?

• Who is the best person to invite, engage and/or accompany the donor?

• What (if any) issues might this donor have with us?

• What’s our desired next move with this donor?
Securing Transformational Gifts

“The space between being donor-centered and mission-focused is where the successful ‘ask’ occurs.”
Developing a Major Donor Investment Menu

“I want to give my kids enough so that they could feel that they could do anything, but not so much that they could do nothing.”

Warren Buffett, Billionaire Philanthropist
Developing a Major Donor Investment Menu

- What new initiative(s) must you launch to deliver your promise?
- What existing initiative(s) must be scaled to deliver your promise?
- Are your growth plans qualitative, quantitative or both?
- Which program(s) consume the majority of your unrestricted operating funds?
- How could you package these opportunities into a menu of investment opportunities?
Sample Major Donor Investment Menu

Below are some examples of what your investment will make possible:

$\text{5,770,000}$ will increase high school graduation rates to 80% or greater for two struggling area high schools for two years.

$\text{3,000,000}$ will fund one year’s annual operating costs for nine Early Learning Communities ensuring children enter kindergarten ‘ready to learn.’

$\text{2,000,000}$ will provide one book per month to 110,000 low-income children for two years.

$\text{540,000}$ will fund the operating costs of implementing our Early Developmental Instrument (EDI) in 900 kindergarten classrooms to measure outcomes and generate reliable data to inform Early Learning Community strategies.

$\text{350,000}$ will provide reading navigators to increase parent and child-caregiver literacy in one low-income neighborhood for one year towards creating literacy-rich home environments.

$\text{200,000}$ will support one neighborhood Early Learning Community Satellite Center to train and support childcare providers in child development best practices for one year.

$\text{100,000}$ will launch a lending library in one neighborhood Early Learning Community Hub.
# Developing Your Case for Support

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Transformational Case for Support Insights:

1. Create a Compelling Promise and Solve Community Problems through Philanthropy

2. Display your Promise and Measureable Community Impact Strategies in 1-Page

3. Align Cultivation, Investment and Stewardship Opportunities with your Case for Support
Want to Learn More?

Let’s Connect:

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