

DEVELOPING YOUR CASE FOR SUPPORT

OR...WHY SHOULD YOU GIVE US MONEY/STUFF/VOLUNTEERS??!!

In a few sentences, create a **Case for Support** statement that outlines your program (be positive & engaging!!), explains why the program needs community support, and expresses what it is that a business/organization can provide in the way of support. Think beyond money (though that's probably still going to be on your needs list!) to things like volunteers for setting up, judging, etc., in-kind product donations (ex: bottled water, bagels & coffee, supplies, etc.), donation of services, mentors/consultants for student researchers, etc. Really think through what it is you **actually need** along with what resources you **already have**! No sense in asking for things you don't need! **Here are the critical questions to consider:**

1. Why should I/we have confidence in you?
2. Why do you need money, materials, expertise, time from me/us?
3. What is it you feel I/we can provide in the way of support?
4. What impact will I/we make by making a donation?
5. How will you show that you have done what you said you would do with my/our contribution?
6. In what ways can I/we be involved beyond making monetary contributions? (*volunteer opportunities, advisory board, etc.*)

Remember, this is a work in progress and doesn't have to be perfect right out of the gate. You can refine as you go...AND, you'll need to tweak it for each different "ask" as needed.