

## Six Qualities of a Great Case for Support

- **Passion** - it grabs attention and focuses on the need. What makes you the right person to address this problem? What makes your project stand out?
- **Relevance** - it has some relation to donor's interest. What is the connection to the donor? If you are planning to support animal shelters, perhaps the donor had a rescue pet. If you are supporting homeless shelters, perhaps the donor had a friend who grew up in a shelter, etc.
- **Immediacy** - it has a sense of urgency. Explain how this problem exists now and the effects of this problem.
- **Future Impact** - it solves a problem or a need that will only persist (or get worse) if not addressed. What does the future look like if this problem/need is met (or not met)?
- **Excitement** - it shows that the donor should be excited to be a part of the solution with their gift. How will they feel knowing that they have made a difference?
- **Importance** - it shows that the donor is doing something necessary to help you achieve your goals. Why is it important that they are a part of this effort?