

# Five Ways to Build Your Case For Support

*And ignite donor passion*



# Hello!



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# Our time today

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All this, in three hours:

What is a case for support?

Three versions of yours.

Tips on engaging donors with your case.

Why people give to causes.

How to communicate impact

Technology share-around

How to thank donors

# The big secret...



**Fundraising isn't about money.**

# Let's get to know each other!

**What is your total annual revenue?**

**How much help do you have?**

**In two words, what do you help?**

*(articles like for, the, with and are free)*

*(skip location for now)*

# Your first challenge:

*Make your “case for support” in two sentences.*

## **You might include:**

- What you do.
- The impact of your work.
- Why it matters.
- Who’s involved.

*Grab a friend (or two). You have ten minutes.*

## What is a case for support?

- **A statement:** of what you accomplish, how, and **why**.
- **A vision:** for how the world will look after your **impact**.
- **An opportunity:** to be part of **doing good** in the world.

*In advance of a campaign, many nonprofits produce a formal “case statement” or “case for support” document, which can include a list of giving priorities.*



## A good case for support is:

- **Clear:** donors need to know clearly what you do in the world.
- **Emotional:** evoking feelings, meaning and purpose for a donor.
- **Unique:** showing how your organization is different from others doing similar things, or other causes.

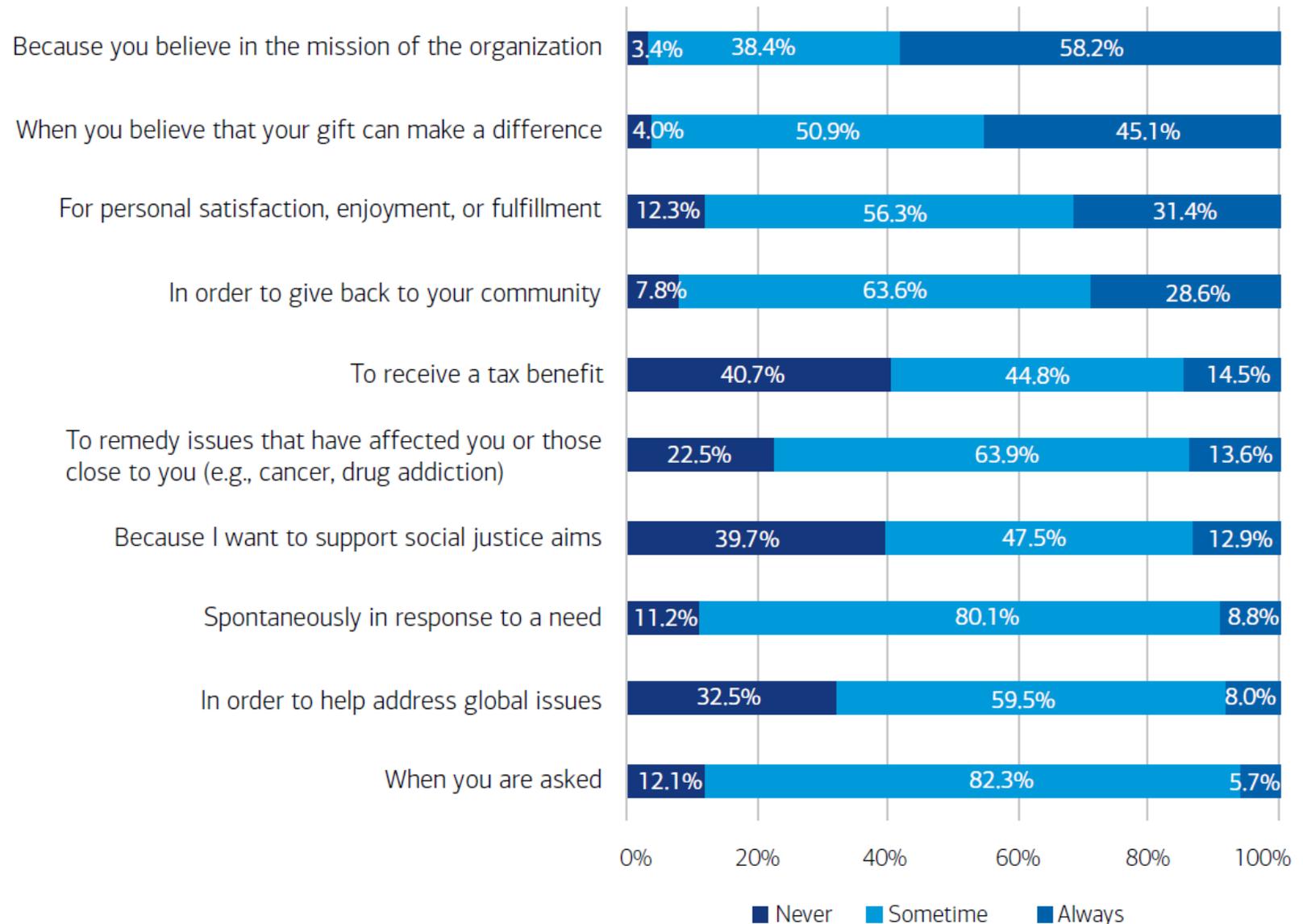


# What motivates affluent donors to give?

Belief in your mission is the primary motivator for HNW donors to give to your organization.

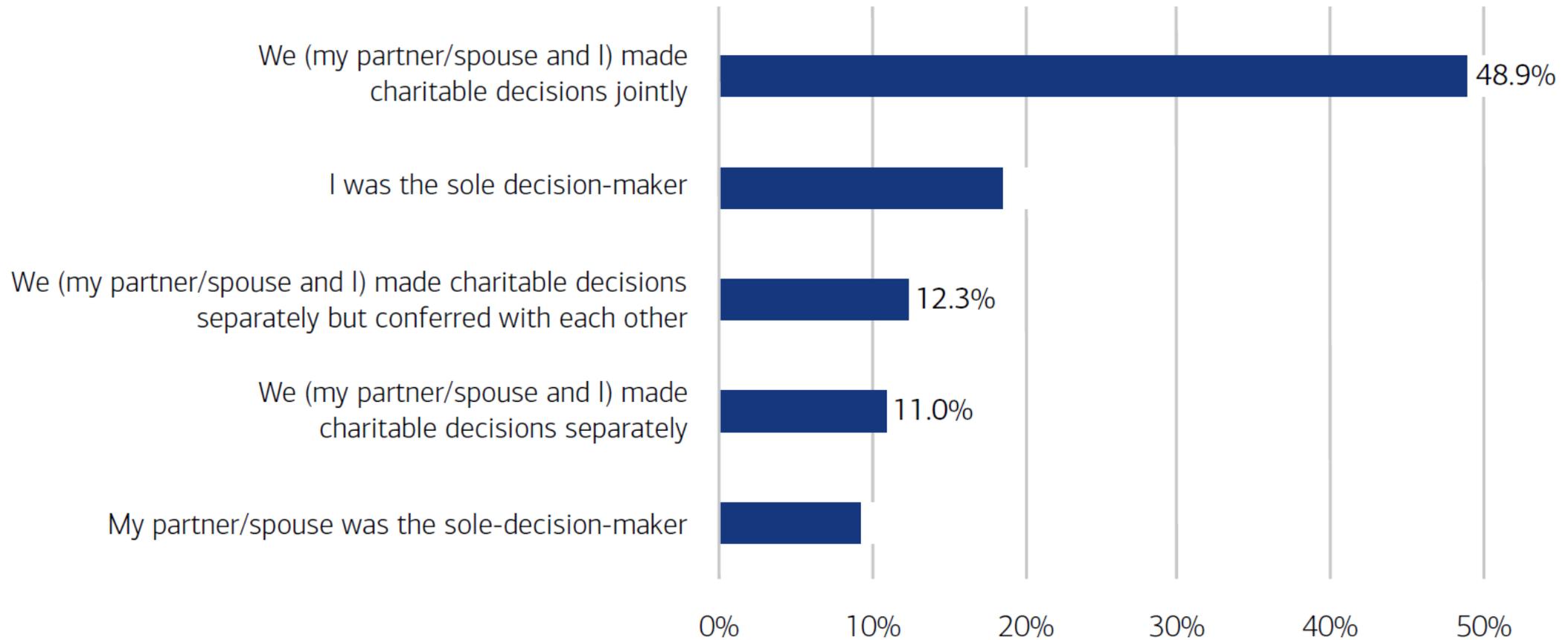
They are also motivated by the belief that their gift can make a difference.

Affluent donors reporting giving based on motivation type



# Decision making within affluent households

How decisions about charitable giving were made in the household among married/partnered households only



# Younger Donors Seek Social Proof on Their Contributions

## SOCIAL MEDIA'S LIKELIHOOD TO MOTIVATE A GIFT

Year	Gen Z	Millennials	Gen X	Boomers
2022	3.8	3.7	2.9	1.7
2024	3.6	3.5	2.6	1.8

*Giving USA Special Report*

# The Four Types of Giving = Your Donor Pipeline



# Using Different Strategies By Giving Psychology

**Transaction**

**Relationship**

**Lifestyle**

**Transformation**

## Some Key Behavioral Incentives

- **Decrease giving friction**
- **Make it easy**
- **Provide options**
- **Emphasize Urgency**

- **Tell the donor's story**
- **Emphasize impact**
- **Social Engagement**
- **Win and loss framing**
- **Volunteer Facilitation**

- **Elite recognition**
- **VIP access**
- **Para-social (celebrity) contact**
- **Assumptive narrative**
- **Volunteer Engagement**

- **Listen (No, really, stop talking.)**
- **Find the passion**
- **Link to your needs**
- **Symbolic Immortality**

Extrinsic  
Motivation

Intrinsic  
Motivation

## The Old Way

~~LOYALTY~~

~~RELATIONSHIP~~

~~NETWORK~~

~~IMPACT~~

## The New Way

IMPACT

NETWORK

RELATIONSHIP

LOYALTY



# Communicating Impact

To spur donors into action

- **With data:** including stats on your reach, volume, and effectiveness.
- **With stories:** from those who benefited due to your efforts.
- **With testimonials:** from respected leaders or influential people.
- **With images and video:** featuring all of the above.

# Grab a friend, ask a big question:

***How can I better show  
impact for donations,  
within my resources?***

*Grab a friend (or two). You have ten minutes.*

**Tech check!**

# **What tech are you using?**

**CRM/Donor List  
Email  
Events  
Texting/Video**

**Wealth Ratings  
Prospect Research  
Accounting**

# Using Tech as a Force Multiplier

- **You'll need some technology:** Even if it's just "better Excel docs," upgrading your tech can have a significant benefit for your work.
- **However, tech is a tool, not a solution:** No piece of technology can make people give, and tech is a "multiplier" to your efforts.
- **Expensive doesn't mean better:** It's important to consider tech within your means.
- **Often, the costs can be recovered:** This includes services where you pay by transaction. And three quarters of donors will cover the fees.
- **Your tech should work together:** and your tech providers should know how.

*The "next big thing" in fundraising:  
has always been human relationships.*

*Seek tech that amplifies them, not replaces them.*

# You can text your donors, but the younger ones are more impacted

## LIKELIHOOD TO RESPOND TO A TEXT FROM A CHARITY

Year	Gen Z	Millennials	Gen X	Boomers
2016	NA	2.9	2.6	2.0
2022	3.7	3.4	2.8	2.0
2024	3.8	3.3	2.7	2.1

*Giving USA Special Report*

## Donors are changing...

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...and:

*Fundraisers must move to adapt.*

*New data tools and strategies can help.*

Donors look to peers for validation of a cause, then look for an organization to help further it.

Donors have individual, unique and personal strategies for giving, which combines money, volunteering, and their influence.

This also means that tracking engagement from donors is absolutely crucial. We can no longer rely on capacity alone.

## Showing Gratitude in Meaningful Ways

How are you  
thanking donors?

# Showing Gratitude in Meaningful Ways

*A mix of form, and personal communications is a great idea.*

Immediate  
receipts

Thank you  
letters

Thank you notes

Calls/Voicemails

Emails

Texting

Video Messages

Peer Thank Yous

Social Media

Donor Plaques

Online "donor  
walls"

Annual Reports

# Try it out!

*Make your “case for support” in two minutes.*

## **Remember:**

- Be clear.
- Be proud.
- Evoke emotion.
- Show impact.
- Set yourself apart.

*Grab a friend (or two). You have two minutes each.*

# We did it!



## The Five Steps:

Make your case clear, emotional, and unique.

Move beyond giving to cause adoption.

Communicate impact.

Use tech as a force multiplier.

Show gratitude in meaningful ways

# What we did today:

**Your case in two words.**

**Your case in two sentences.**

**Your case in two minutes.**

- Explored cause adoption.
- Explored technology.
- Found some new ways to say “thanks.”
- Met some friends and collaborators.

**But wait, there's more!**  
**- Follow-up Zoom in a month**

# The big secret...

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**Fundraising isn't about money.**



**It's about attention, purpose,  
and relationships.**

Are you fundraising  
as a "Convincer?"

It's time for change.

These are the future of fundraising:

"Collaborator"

"Connector"

"Consultant"

"Concierge"

**This is a dated  
model.**

**These are  
the future of  
donor  
engagement.**