



Ways to Build Your Case For Support, and Ignite Donor Passion *Brown County Community Foundation ONE Program, 2025*

What causes a supporter of your mission to take the leap and become a donor? Telling a compelling story is key. Connecting with donors on a personal level is crucial. Showing impact, and stewarding donors will make giving more “sticky” and boost your revenue over time. And finally, making it easy to engage, give and advocate helps build your base quickly. We’ll explore five key areas of fundraising that build connection, relationships and lead to giving. You will leave with immediate tactics you can adopt to help you succeed. View these videos to learn how you can transform your donor engagement and see better results.

Provided by Brian Gawor, Consultant at JGA through funding by the Foundation

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Videos Overview

- **1. Opening and Kickoff:** Brian welcomes the group and we start an activity to create our case for support in just 2 words.
- **2. Exploring our Cases:** We review the case for support in two words, and two sentences.
- **3. Make Your Case Clear, Emotional, and Unique:** an overview of key components of a case for support. *This video concludes with the case for support worksheet.*
- **4. Move Beyond Giving to Cause Adoption:** We review Four Types of Giving, and key steps to move donors from transaction to true cause adoption.
- **5. Tips to Communicate Impact, and Closing:** We discuss various ways to demonstrate impact to contributors, including statistics, stories, and participation. *This video concludes with the activity to write your two minute case for support.*