

Case for Support

A case for support is a written document explaining in clear uncomplicated language what your charity does and the need your project is addressing. It is a tool that can be used across all areas of fundraising activities. This includes face-to-face meetings, grant applications, presentations, out appeal letters, speaking to potential donors over the phone or even standing in a que at the supermarket!

Who are you?

- Explain the mission
- Is the charity reliable, respectable?
- What is your record of accomplishment?
- RDA Facts and figures



RDA UK's mission statement is in the public domain, online and be adapted for groups depending on regional variations if relevant.

'RDA is dedicated to improving the lives of people with disabilities, by providing opportunities for riding and/or carriage driving. Through 500 member groups, the charity enables people to improve their health and wellbeing, or to achieve their goals by riding and carriage driving. The national body promotes supports and advises member groups.'

Why does your charity exist?

Explain the need you meet and why you exist.

'To meet the needs of disabled adults and children and to provide life changing therapy, achievement and enjoyment'

What is the solution you can offer?

Describe what you intend to do, the results you expect and how these might be measured. A great source of information can be summarised from the therapy tracker results on the RDA website, which can be used by all RDA groups. <http://www.rda.org.uk/taking-part/therapy/>

How much do you need?

Include examples of:

- Amounts and what that money could do
- Include a choice of amounts
- Overall target of project

What future do you have?

Proving a proof of sustainability generates trust and confidence amongst donors. Show here how you have planned for the outcome has a long-term benefit. This will be project specific.

Remember the case for support can be adapted to suit the audience and the method of presentation.

1. Grab their attention
2. Explain the need
3. Explain the vision
4. Explain the project
5. The future
6. Call to action

Grab their attention

Always include a compelling story which paints a picture, make the donor feel emotionally connected to the cause and get their attention. Use images, as photos speak louder than words.

'Lambourn RDA had great success with their case for support raising £27,000 at Christmas drinks in 2016'

Explain the need

Use clear statements referring back to the example of the opening story and really emphasise the scale of the problem. E.g. a waiting list, lack of volunteers, lack of equipment, ponies or facilities

Explain the vision

Describe the ultimate aim, don't forget to make sure this refers back to the mission and fulfilling the need.

Explain the project

Illustrate how the project will achieve the mission, keep asking yourself the so what question.

E.g. If we had lighting in our arena we could stay open during the dark evening- So What?

We could provide more sessions- So What?

And reduce the waiting list- So What?

Call to Action

Always have a call to action at the end, ask them to donate, tell them how they can donate. Include an element of urgency and emphasise what will happen if they don't donate and you can't reach the target.