



GOTCHER CONSULTING GROUP, LLC

Are you getting the most for your mission?

A CHECKLIST FOR YOUR CASE OF SUPPORT

A written case of support shows prospective donors why you exist and how their support will drive impact. Also called a case statement or donor prospectus, it's a well-designed document that can focus on a specific fundraising goal or simply encourage donors to give unrestricted funds to your organization.

A strong case of support will answer these questions:

WHAT IS THE PROBLEM?

WHAT IS THE SOLUTION?

HOW DOES OUR MISSION SPEAK TO THE SOLUTION?

WHY NOW?

HOW IS MY ORGANIZATION UNIQUELY POSITIONED TO SOLVE THE PROBLEM?

WHAT'S OUR PLAN TO ARRIVE AT THE SOLUTION?

WHAT WILL IT COST?

HOW WILL THOSE FUNDS BE APPLIED?

CONTACT

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HOW WILL OUR SUCCESS TRANSFORM THE COMMUNITY?

HOW CAN THE PROSPECTIVE DONOR DRIVE THIS IMPACT?

HOW GCG CAN HELP YOU

- Workshops to help nonprofit professionals and boards grow
- Strategic planning and fund development consulting
- The 90 minute agenda mover to coach leaders towards next-step clarity
- Copywriting and heavy editing to clarify your message
- Interim leadership to relieve transition trauma, reassure staff, and uphold culture



VALERIE GOTCHER

I'm a responsible, curious learner with a 10-year track record as an Executive Director. I can organize your case statement into a compelling, beautiful narrative unique to your brand.

Reach out - and let's get started!

