

Telling Your Story Through The Case for Support



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Campus

Module One – Introduction

- Course navigation
- Course guide
- Explanation of course resources
- Course objectives
- Review module one

Module Two – Defining the case for support

- Introduction to module two
- Defining the case for support
- From the donor's viewpoint
- Your case comes from your strategic plan
- Does your organization need a case?
- Quiz (x3)
- Core case for support
- Quiz (x5)
- Key questions answered by the case
- Review module two

Module Three – How to use the case for support

- Introduction to module three
- The case as a shape shifter
- Quiz
- Case expressions – case's many uses
- Other uses for the case
- Quiz (x2)
- Review module three

Module Four – Contents of case for support

- Introduction to module four
- Format of the case
- Information about the organization
- Information of the project or programs
- Resource: What to include in your case
- Quiz (x3)
- Case preparation checklist
- Resource: Case preparation
- Case content plan
- Resource: Case content plan sample
- Quiz (x3)
- Review module four

Module Five – Who writes the case and how

- Introduction to module five
- Who is involved?
- Selecting the case writer
- Quiz (2)
- First four steps in writing the case
- Last four steps in writing the case
- Resource
- Quiz
- Review module five

Module Six – Style - a good story engages the reader

- Introduction to module six
- Why the core case should be exciting
- Five ways to make your case irresistible
- 1. Captivate them right away
- 2. Engage them further
- Quiz
- 3. Build credibility and confidence
- Quiz
- 4. Create passion for the cause and a desire to take action
- 5. Make it easy to take action
- Resource: Five ways to make your case irresistible
- Quiz resource
- Quiz feedback
- Review module six

Module Seven – Review and wrap-up

- Course review
- Resource: Full case example
- Additional references
- Wrap up