

## ABHE 2020

### The Art and Science of Writing a Compelling Case Statement

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1. **How do you develop a compelling case?**
  - a. **Donors only support what they understand.**
  - b. **Your vision should come from God.**
  - c. **Frame your case statement from your strategic plan.**
2. **Case Statement Key Components**
  - a. **Clarity**
    - i. Your case for support helps you to be clearer, more targeted, and more inspiring.
    - ii. "A mist in the pulpit is a fog in the pews," Howard Hendricks
    - iii. "The surest way to arouse and hold the readers' attention is by being specific, definite, and concrete." *The Elements of Style* by Strunk and White
  - b. **Mission – What you Do**
    - i. You must answer the question: What would happen if we ceased to exist?
      1. How would your board members answer that question?
      2. How would your donors answer that question?
      3. How would *you* answer that question?
    - ii. Your mission is your ongoing ministry story.
  - c. **Values – How You Do What You Do**
    - i. A value proposition is your argument of how you're different.
    - ii. Your values will be a reason that might persuade someone to support you as opposed another ministry.
  - d. **Vision – Your Dream**
    - i. Vision is an image of our desired future, a picture of the future you seek to create. Peter Senge, *The Fifth Discipline*
3. **Case Statement Checklist**
  - a. **Who you are**
  - b. **What you do**
  - c. **Why you're doing it**
  - d. **Why you're different than others doing the same thing**
  - e. **Why it matters**
  - f. **How you're doing it**
  - g. **What you need to accomplish the thing you're trying to do**
  - h. **The impact that donors can make**
4. **What is Compelling?**
  - a. **Convincing**
  - b. **Persuasive**
  - c. **Absorbing**
  - d. **Powerful**
  - e. **Urgent**

5. **How do we accomplish compelling?**
  - a. **Emotions. People give because they have empathy, and most fundraising is emotionally driven.**
  - b. **A Compelling Case is both Emotional and Rational**
    - i. Heart-stirring stories that frame your impact in personal testimonies and individual anecdotes
    - ii. A compilation of statistics that prove your ministry is making a difference
6. **Your Message Must be On Point!**
  - a. **Why this?**
  - b. **Why now?**
  - c. **How much?**
  - d. **Why me?**
7. **A Sense of Urgency**
  - a. **Your campaign must solve urgent problems and answer pertinent questions.**
    - i. What ministries won't happen if you don't move forward with your plans?
    - ii. What essential programs won't be accomplished without this campaign?
    - iii. Why should a donor make a significant gift to your campaign?
  - b. **Include Personnel, Program and Property**
  - c. **Major Donors require three components: head, heart and a call to action.**
8. **Storytelling**
  - a. **The Most Effective Tool.** Storytelling was Jesus' favorite technique when speaking to the crowd: "Jesus spoke all these things to the crowd in parables; he did not say anything to them without using a parable." Matthew 13:34
  - b. **Keep it interesting and simple.**
  - c. **A good story never loses its power!**
    - i. Stories hold our attention.
    - ii. Stories stir our emotions.
    - iii. Stories help us remember.
  - d. **Matthew 13:11-13 MSG** "You've been given insight into God's kingdom. You know how it works. Not everybody has this gift, this insight; it hasn't been given to them. Whenever someone has a ready heart for this, the insights and understandings flow freely. But if there is no readiness, any trace of receptivity soon disappears. That's why I tell stories: to create readiness, to nudge the people toward receptive insight"
  - e. **Storytelling nudges people toward generosity!**
9. **What's Your Story?**
  - a. **Stories connect more than statistics, and specifics mean more than explaining the entire scope of a program.**
  - b. **Your Case is a Living, Breathing, Working Document**
10. **Presenting Your Case**
  - a. **Active Listening.** The best donor meetings are a conversation, not a presentation.
  - b. **Your case statement's ultimate goal** – To answer your donor's question: "Why should I support you instead of another ministry, and why now?"

**Listen to the Spirit to help you write your compelling case. Then trust him to accomplish it!**