

## Your *Case* for Support: The Process

Writing a *Case for Support* is a dynamic process. It is a cooperative effort all along the way. Here are some guidelines that will make this process go smoothly so you have a solid, well-written, attractive document on time for the feasibility study interviews.

1. Provide as much information as you can to our writer prior to a visit or interview, using our “*Case* information planner.”
2. You will receive a first draft of the *Case* shortly after our writer has gathered the necessary information. Review the initial draft internally. Make factual corrections and general observations and return it to the writer.
3. Send the second draft to a small group of appropriate people (staff and any Board members who need to see it). Keep the group small. Everyone loves to play editor and then the document reads like a committee wrote it.
4. Understand that a *Case* is a different kind of document and serves a different purpose than an annual report, a campaign brochure or a newspaper / magazine article. It is designed specifically to tell your story to potential donors or supporters so that they can give us an honest response on the project’s ultimate success and expected results.
5. Our writer may use a number of proven techniques, such as occasional incomplete sentences for emphasis, which would not be appropriate in other pieces.
6. You need to gather a set of eight to ten appropriate photographs, logos, artwork and / or renderings as soon as possible. These need to be sent to our writer before the first draft is complete. Color or black and white prints are fine, as are images sent electronically. Slides cannot be used. The final *Case for Support* will be printed in black and white and placed in an attractive binder.
7. As soon as you have approved the written *Case*, our writer will require an e-mail or fax from you that the copy is approved and is final.
8. At that point, the copy is sent to our graphic designer. The designer will format the copy, and create the “look” of the document. The designer will send the document to you (preferably as an easy-to-open pdf file, but via fax or mail if that is easier for you).

This is your opportunity to see how the final document will look. Remember that you have already approved the copy, so only typos should be marked that somehow were missed earlier.

9. The designer will ask you to sign off on the final version. Once that occurs, the document will “go to press.”

Thank you— in advance— for your cooperation in moving the *Case for Support* process along smoothly.

