

Case for Support Checklist

Before you begin

- Conduct a feasibility study or interview stakeholders
- Gather all relevant information - set up a single folder for your case for support and then individual files for each of the components
- Create a detailed outline
- Identify gaps and source information that's missing
- Define your audience or go through donor profiles if you have them

While you're writing

- Keep the narrative donor-centric
- Describe services or outputs, the impact they will have and on whom
- Have a clear call-to-action
- Use clear, easy-to-understand language: make sure there's no jargon
- Get inputs senior leadership and board members
- Write with passion
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Editing

- Ensure your message is clear and consistent
- Check that all feedback has been incorporated in the final draft
- Check language and vocabulary you use reflects your tone of voice
- Double check that testimonials and statistics you've included are accurate
- Ensure frequently used names, descriptions and terms are consistent
- Check all referencing and sources
- Run a spell and grammar check
- Proofread secondary information like captions and tables
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Design

- Check font size, margins and alignment of objects and images
- Make sure photos high resolution and won't pixellate when printed
- Check the designed document against your final draft to ensure that every
- piece of information has been included