

Telling Your Story Through The Case for Support



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Learning Outcomes

- Explain the importance of the case for support for any fundraising initiative.
- Provide several examples of case expressions.
- Clarify the basic points to be included in any case for support.
- List the eight steps in creating the case for support.
- Describe the most suitable writing style of a case for support.

Course Level

- Introductory
- Suggested Prerequisite: How Fundraising Works

Certification Credits

- Take the optional final quiz. If you pass with 70% or more, you can download a Campus Certificate of Completion.
- Participation in the course is applicable for 2 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Duration

- This course takes about two hours to complete, but you'll have full access to the course for three months. Move through it at your own pace: all at once; in short modules; breeze through once, then come back for a refresher down the road. You're in complete control, so learn at the times and speed that work best for you.

Price

- \$127 per user*; 3 months unlimited access.

Guaranteed

- All courses are fully guaranteed. If you aren't completely satisfied with your course, please just let us know and we'll happily refund the full course fee, no questions asked.

Free Demo

- Try a free demo version of any Campus course to see how practical, friendly, and fun they are to use.

Approved Provider For



Continuing Education

Visit: CharityVillageCampus.com
E-mail: campus@charityvillage.com

* Prices subject to change without notice.

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Downloadable Resources

- Each Campus course includes a series of downloadable resources, a toolkit of worksheets, checklists, samples, reviews, and additional references that you can take away with you and pull out anytime you need them in the future.

Resources included in this course:

- What to include in your case
- Case preparation checklist
- Sample case content plan
- Case writer's steps
- Five ways to make the case irresistible
- Sample case for support
- Additional references

System Requirements

- Windows: Windows 98 SE or newer, Microsoft Internet Explorer 5 or Mozilla Firefox web browser, Macromedia Flash Player 7, Windows Media Player 9, broadband (e.g. Cable/DSL) Internet connection (dial-up users, please contact us), minimum screen resolution of 1024x768, sound card and speakers or headphones recommended
- Macintosh: Mac OS X 10.2 or newer, Apple Safari or Mozilla Firefox web browser, Macromedia Flash Player 7, QuickTime 5, broadband (e.g. Cable/DSL) Internet connection (dial-up users, please contact us), minimum screen resolution of 1024x768, speakers or headphones recommended.

“ I finished the Case for Support course yesterday and proudly printed up my certificate. The content is excellent – great overall organization, clear writing, good and brief explanations and examples, meaty checklists and resources. The technology is also kind of fun – enough variety that it's easy to move through. I appreciated understanding the whys and wherefores of case writing – and truly wish I'd had this perspective years ago. ”

– Kelly Talayco, BC Children's Hospital Foundation,
Vancouver, BC

