YOUR TURN WORKSHEET: Building Your Case for Support

1. **What pillar will you focus on for this session?**
   _____ Internal Support   _____ Resource Development   _____ Partnerships   _____ Marketing/Outreach

2. **What specific sustainability need do you have?**

   _____

   _____

   _____

   _____

3. **What key audience could offer support or fill your need?**

   _____

   _____

   _____

4. **What might THEY need?**

   _____

   _____

   _____

   _____

5. **What would resonate with them?**

   _____

   _____

   _____

   _____

6. **What can we provide THEM? How will THEY benefit?**

   _____

   _____

   _____

   _____

How I Currently Tell Our Story: Our Mission and What We Do

1. What do you usually say when asked *informally* about what your program/organization does?

_____

_____

_____

_____

_____

_____

_____

_____

How satisfied are you with the response you get using this approach? (Circle one.)
　　　　Very Unsatisfied　　　Unsatisfied　　Satisfied　　　Very Satisfied

2. How do you usually structure group presentations or resource "asks"? What are the main topics you cover?

_____

_____

_____

_____

_____

_____

_____

How satisfied are you with the results you have gotten using this approach? (Circle one.)
　　　　Very Unsatisfied　　　Unsatisfied　　Satisfied　　　Very Satisfied

6 Biggest Mistakes Organizations Make Telling Their Story or Making a Pitch

Mistake 1: Starting with History

_____

_____

_____

Mistake 2: Program Model Focus

_____

_____

_____

Mistake 3: No Reference to Issue/Problem

_____

_____

_____

Mistake 4: No Data – Only Platitudes

_____

_____

_____

Mistake 5: Asks – Too General or None

_____

_____

_____

Mistake 6: No Benefits to Audience or the Win-Win

_____

_____

_____

YOUR TURN WORKSHEET: Make a Compelling Case Using Data

Audience: _____

Remember: Consider what will resonate with the specific audience first

FORMULA:
Community Problem + Your Unique Solution + Success Data (outputs and outcomes)
THEN Mutual Interests + What You Need + How You Can Help Them

1. Start with the Community Problem:
What's the Community Problem you are the solution to?
o Who/how many are affected locally?
o What are the consequences? Why should I care?

_____

_____

_____

_____

2. What Do You Do?
What's the "sexy" summary of your unique solution?

_____

_____

_____

_____

3. What is Your Track Record? Success Data
What success have you had? How are you making a dent in the problem?
o How many do you serve? What is outcome data? What changes with clients?
o Is there a great story that paints the picture to compliment the data?

_____

_____

_____

_____

4. What are Your Mutual Interests?

What mutual interests do both organizations/programs have?
- o   Do you serve the same clients? Are you seeking similar outcomes?
- o   What have they supported in the past? Currently?

_____

_____

_____

5. What is Your Specific Need?

What are you seeking? Why from them?

_____

_____

_____

6. How Will Supporting You Meet One Of Their Needs?

What's the benefit to them? What's the win-win?

_____

_____

_____

Options to Have in Your Back Pocket for "Asks:"

How have you leveraged your resources?
How many more could you serve with additional resources?
Why their support could make a difference?