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LET'S BUILD HOPE
Transforming Nonprofits through Partnership

Case for Support Sections

- Concept or theme
- Table of Contents
- The "why" – we believes (mission, vision, values, 10-year impact statement)
- History (brief) & why founded
- Who we serve/clients
- Problem
- Solution (programs)
- Possible objections
- Unique Selling Proposition (USP) and nonprofit competitors (to weave throughout the case document)
- Expected outcomes – results
- Opportunities to help (asks/volunteer options, etc.); specific dollar amounts
- FAQs