Building Your Case Support: *Why Do You Deserve My Money?*

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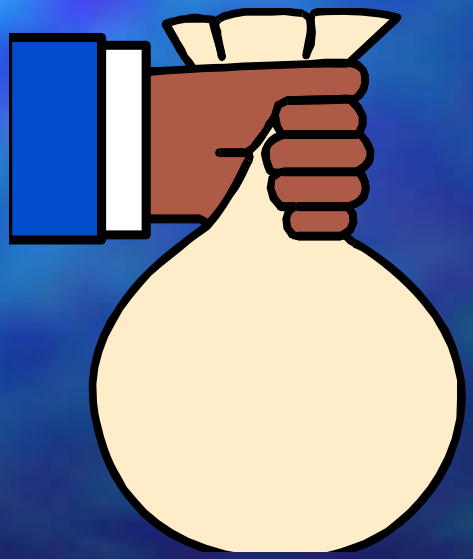
The First Law of Funding:

Nobody gives you money because you need money!!!!

Second Law of Funding:

- *Animals* do not donate money!! (Only *people* donate money!!!)

"People give you money because you are going to do something that will make *the donor* feel good!"



Your Case Statement Should Include:

- Who You Are
- Why You Exist
- Why You Are Unique
- What You Are Trying To Do
- How You Plan To Do It
- What Do You Need?
- Why The Donor Should Care
- What You Want From The Donor
- What The Donor Will Get In Return
- What The Future Holds

Donors Must Be Convinced:

- Something is wrong, *that affects them*
- Something they *love* needs to be protected
- Something or someone they know needs *their* help
- Something Needs To Be Done NOW!
- Action (*from them*) Is Called For....

Next, You Must Convince Them That:

- A Solution Exists/Good Options Are Available
- Your Plan of Action Can Reasonably Be Expected To Achieve Results
- Your Proposed Solution Is the Best or Most Practical
- They Want to Support Your Plan, NOW!

You Must Prove That You Are The Best Choice To Implement The Solution

- What Makes You So Special?
- Who Will Do the Work?
- Where Will The Work Be Done?
- Have You Ever Done The Work Before?
- What Is Your Track Record?

Who Else Says You Are Worthy?

- Testimonials from other people
- Permits or certifications
- Awards or recognition
- Media or other public exposure
- Other proof of credibility in the eyes of credible people

Okay, You Can Do It. How Much Will It Cost?

- ***Exactly***, how much do you need? ("More", is not a good answer!)
- Have you thought of everything?
- Is the plan this cost-effective?
- Is your budget adequate?
- Will money be well-spent?
- Does it *seem* reasonable?

What Is The Donor's Role?

- Give money? How much? Total cost?
- Match money to attract other support?
- Sponsor a room, animal, activity, item?
- Give "in-kind" support, goods, services?
- Make regular contributions? Monthly? Annual gifts? Special, one-time gift?
- Join as a member?

What Will The Donor Receive?

- Your undying appreciation? So what?
- Recognition in a publication? Name on a plaque? Public recognition?
- Benefits, magazines, newsletters, t-shirt
- Privileges (tours, special events, other)
- Personal satisfaction, good feelings – *How will you deliver them????*

When Is The Support Needed?

- Urgently...before Friday....yesterday (don't have too many emergencies! Rats don't swim to a sinking ship!)
- Before the project can move forward
- In time to prepare for baby season
- Annually? Monthly? (automatic giving)
- Once for this special project?

What Does The Future Hold?

- Will this gift be sustained/matched by others in the future? Leveraged?
- For a capital campaign, how will the facility be maintained or operated? What will maintenance/operation cost?
- What will you need next?
- Will this project finish the job?
- Will the job ever be finished?

To *get* what you need, you must *know* what you need

- How many animals will you see this year?
- How much food will they eat?
- How many medical supplies per animal?
- How much will it cost---EXACTLY?
- How can you *save* money? (buy bulk, beg, borrow, bargain, steal, do without, substitute, volunteers, in-kind gifts)
- What is the bottom line? What do you need?

Can you *accept* help?

- Are you a part of an organization?
- Are *you* going to "own" the stuff you get or will it belong to the organization?
- Are you asking for money?
- Are you asking for stuff that has "market value?"
- Do you have a way to *launder* money?

To be, or not to be non-profit?

- Pro- Can accept contributions
- Pro - Have limited liability for accidents
- Pro - Protection of “the corporate veil”
- Pro - Qualify for certain grants, programs

- Con - It costs money to incorporate
- Con - Must have a board and meetings
- Con - Paperwork and annual reports
- Con - Loss of control
- Con - Rules/Legal limitations

Getting the benefits without the hassle--at least some of it.

- Develop a relationship with an existing non-profit. (Animal shelter, civic group, network, or educational institution)
- Have cash donations made to them, and have bills paid by them. (may not be free)
- Work through a network or association to share the burden and the blessings, and to get volume discounts/economies

You Must Have A Needs List/Budget

- If you are not *ready* to succeed, you won't succeed
- Get the word out *in advance* of your time of need
- Get your needs list into the hands of people who might be of service, *not* to people who will feel sorry for you for being needy.

People don't give you money or things because you *need* it!

- They give because.....
- You are going to do something with it that will make *them* feel good
- You are going to recognize/reward *them* for giving (in a way meaningful to them)
- They care about the *animals* you will be serving
- They were a gonna throw it out, anyway!

Categories of Things You Need, (Beside Money):

- Animal Food
- Medical Supplies
- Cleaning and Maintenance Supplies
- Office Supplies
- Housing and Building Materials
- Handling equipment
- Odds and Ends

Help you need, for which you might not think to ask

- Legal advice
- Business and organization expertise
- Computer and Data Base Mangement
- Internet Services
- Fundraising Advice
- Marketing Advice
- Scientific Support

The Bottom Line... is the Bottom Line

- You have to know what it takes to do a good job
- If you can't *get* what it takes, you can't do a good job
- If you can't do a good job...don't do it!
- You must be willing to ask on behalf of the animals.
- You must meet the needs of the donors.

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- What You *Want* From The Donor
- What Will *The Donor* Get
- What The Schedule Is
- What The Future Holds

Be positive and emphasize results and achievents

- People will always give more if they feel good about what you are doing.
- Ask for the animals, not for yourself
- People are not the problem...People's behavior *may* be the problem
- People are the solution! (But, only if you can motivate them to act/give.)

NOBODY LIKES A MARTYR UNTIL THEY ARE DEAD!

(DON'T WHINE!!)