



Developing Your Case for Support

Timothy L. Seiler

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Learn step by step how to craft a winning case statement!

This tool in the *Excellence in Fund Raising Workbook Series* offers you a practical, hands-on guide to creating the cornerstone of any successful fund raising program--an effective case for support. Written by Tim Seiler--a leader in the field of fund raising and a disciple of master fund raiser Hank Rosso--*Developing Your Case for Support* provides you with a complete framework for bringing together all the reasons nonprofits know they are worthy of support, and shows you how to develop a case that makes those reasons concrete and real for donors. Filled with helpful worksheets and examples, the workbook features a step-by-step methodology for gathering, organizing, and using the information essential for developing a compelling case statement.

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