**Building a case for support**

Watch this short video, and then discuss how it applies to the work of your church, and your work within your community

<https://ciof.org.uk/events-and-training/resources/fundraising-essentials>

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|  | Question | Ideas |
| 1 | Demonstrate what you do?  Explain why we are best to do this?  Why does it need funds?  Is it wholly reliant on generosity? |  |
| 2 | What is your vision for the future?  How can people play a part in this? |  |
| 3 | Paint a picture of what you are trying to change  How could things be different? |  |
| 4 | What is the urgency?  Why at all?  Why now? |  |
| 5 | Use present tense to make this relevant now  What is our work today?  What are the benefits rather than the features?  What makes us unique? |  |
| 6 | Who are the different audiences of our work?  How might those different benefits appeal to different audiences? |  |
| 7 | What makes our work important to those already giving/attending? |  |
| 8 | Can you share a story of the impact our work has had on someone – or on yourself? |  |