

Case for Support Checklist

**Before you begin**

* Conduct a feasibility study or interview stakeholders
* Gather all relevant information - set up a single folder for your case for support and then individual files for each of the components
* Create a detailed outline
* Identify gaps and source information that’s missing
* Define your audience or go through donor profiles if you have them

**While you're writing**

* Keep the narrative donor-centric
* Describe services or outputs, the impact they will have and on whom Have a clear call-to-action
* Use clear, easy-to-understand language: make sure there's no jargon Get inputs senior leadership and board members
* Write with passion

**Editing**

* Ensure your message is clear and consistent
* Check that all feedback has been incorporated in the final draft
* Check language and vocabulary you use reflects your tone of voice
* Double check that testimonials and statistics you’ve included are accurate
* Ensure frequently used names, descriptions and terms are consistent
* Check all referencing and sources
* Run a spell and grammar check
* Proofread secondary information like captions and tables

**Design**

* Check font size, margins and alignment of objects and images
* Make sure photos high resolution and won't pixellate when printed
* Check the designed document against your final draft to ensure that every piece of information has been included