

Nonprofits do a lot of good. They deliver services and fill needs that are not met by government or private industry. But how do they SHOW the need for their services so they can secure appropriate funding? How do they tell the story of their mission and express why delivering on the mission is critical to the community? This workshop will show you how!



**4/23/2020**

**When:** Thursday, April 23, 2020  
9:00 am - 12:00 pm

**Where:** Your Computer  
United States

**Presenter:** TRACY VANDERNECK, MSM, CFRE PRESIDENT, PHIL-COM

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REGISTER

*Online registration is available until: 4/23/2020*

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A Case for Support (or Case Statement) is one of the most important tools a nonprofit should have. It is a document that is shared with prospective donors that describes:

- The need in the community
- The financial impact of that need on the community
- How the nonprofit fills that need and why they are “valid” to do so
- How the community will be better because of the nonprofit’s work
- What financial resources are needed to make mission delivery possible

During this three-hour workshop, participants will go through each of the items listed above, learning how to create a meaningful Case for Support for their own organization.

The process of creating a Case for Support is almost as important as the finished product. It helps the organization and its board fully define the organization’s function.

When working on the Case for Support, nonprofits often find that executives and board members all have different views of the organization’s value. The Case for Support helps to pull all those views into alignment.

The finished Case for Support can then be used to secure the funding necessary to deliver on the organization's mission. We urge you to invite several people from your organization to participate in this workshop to learn the steps to creating a beneficial Case for Support. Attendees will leave with a solid outline and beginning draft of their own Case for Support.

**MEMBERS: \$49.99    NONMEMBERS: \$74.99**

**To join the meeting:**

You will receive a link and password to join the meeting once you have registered.

Prepare for the meeting now by downloading Zoom technology for FREE (<https://zoom.us/download> (<https://zoom.us/download>))

**ABOUT THE PRESENTER**



**Tracy Vanderneck, MSM, CFRE  
President, Phil-Com Training & Consulting**

Tracy Vanderneck has more than 20 years of experience in fundraising, business development and sales. She holds a Master of Science in Management (MSM) with a concentration in Nonprofit Leadership and a Graduate Certificate in Teaching and Learning (CTL). She is a Certified Fund Raising Executive (CFRE), an Association of Fundraising Professionals Master Trainer, and is a Personal Fundraising Coach through Network for Good.

She delivers lively and informative presentations and training sessions to community groups as well as to individual nonprofit organizations. She has worked with numerous nonprofit organizations with missions in disaster response, education, social welfare, veteran's services, healthcare, food insecurity, and many more. Tracy is on the board of directors of AFP Southwest Florida Chapter and currently chairs the chapter's Diversity & Inclusion Committee and National Philanthropy Day. She is a regular contributor to NonProfit PRO.

Tracy is president of Phil-Com, a Florida-based training and consulting company where she works with nonprofits and foundations on fundraising, board development, and strategic planning.

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