

IMPACT SPEECHES & CASE STATEMENTS

WEST TEXAS RURAL
PHILANTHROPY DAYS
THURSDAY, AUGUST 1, 2019

PRESENTED BY
CAROLE RYLANDER CFRE
carole@rylanderassociates.com
RYLANDERASSOCIATES.COM
214.348.9086



HIGHLIGHTS

- Impact Speeches
- Constituency Mapping
- Jargon
- Marketing vs. Selling
- The Case for Support / Case Statement



2

What
we hear
all the time...
vs.
a ***compelling*** story!



3

***There is no perception
unless there is contrast.***

– Ralph Coverdale in *Risk Thinking*

4



FOOD BANK IMPACT SPEECH

5



THE PROBLEM AS IT EXISTS BEFORE THE FOOD BANK INTERVENES:

- Did you know we have children in our community who come to school anxious, teary, distracted and listless?
- They rush the food line at school on Monday morning because they didn't eat all weekend?

6



- They cram the food down so fast it comes right back up?
- Often they have hunger headaches and put their heads on their desks
- Because they don't want to admit they haven't eaten, teachers think they are being belligerent

7



THE IMPACT / CHANGE:

- As a result of our work, 8,000 of these kids are now coming to school happy, healthy & energetic
- They are eager to learn & they are like sponges, absorbing everything
- Teachers say they can't believe the change!

8



THE LISTENER ASKS:

- Oh my, how to you do that?

9



THE METHOD, PROGRAM OR SERVICE:

- Well, we have a backpack program
- Every weekend, hungry kids take a backpack of kid-friendly food home with them - enough to feed them for the weekend
- They bring the backpack back to school on Monday and receive a food-filled one the next Friday

10



- Last school year we distributed backpacks of food to about 8,000 kids each weekend; This year, our goal is 10,000 kids each weekend
- So far we've distributed about 5,000 backpacks
- Won't you consider making a gift of \$50 to provide backpacks to a kid for the next 10 weekends?

11



DID YOU HEAR:

- Two powerful contrasts?
- How the problem was defined?

12



TWO POWERFUL CONTRASTS

1. The problem & the change (before & after)
2. The problem & ???????

13



DEFINING THE PROBLEM

- The problem of the client or community before the organization intervenes
- How the client or community is behaving, their demeanor, their feelings
- No “lack of,” which only describes the void
- Use “is” & “are” as verbs

14



LEARNING CENTER IMPACT SPEECH

15



**THE PROBLEM AS IT EXISTS
BEFORE THE LEARNING CENTER
INTERVENES:**

- Did you know that there are bright children in our community who struggle with homework – mostly because their parents can't help them?
- Their parents do not speak English and they may be working multiple jobs

16



- The parents want their children to succeed, but are embarrassed to walk into the school because they can't speak English
- They don't know their children's teachers and can't be supportive of school expectations and programs

17



- Many of these children live very transient lives and move a lot because their parents are employed at a skill & pay level below their abilities
- They must choose between paying rent and buying food each month

18



THE IMPACT / CHANGE:

- As a result of the Learning Center's work, many children are getting the homework help they need from their parents
- Parents are helping their children with homework . . . and furthering their own knowledge of English

19



- Parents are working at skill and pay levels that fit their abilities because they are proficient in English, and
- In addition, parents are walking into their children's schools, with their heads held high - ready to participate in the educational life of the school for the benefit of their children

20



THE METHOD, PROGRAM OR SERVICE:

- We have two main programs that teach English to non-native English speaking individuals
- One is the Family English Literacy Program, offered during the day Monday - Thursday
- The other is the Workforce English Literacy Program, offered two evenings a week

21



- All classes are free to individuals living in the xxxxx and yyyyy zip codes
- Every year we serve approximate 725 adults at an average cost of \$XX per person
- So far this year we have served 703 adults, won't you make a gift of \$XX, to help the 704th person?

22



STRUCTURE OF A COMPELLING IMPACT SPEECH

- The Problem:
 - As it exists before the organization intervenes
 - The client or community in it's "natural" state
 - No "lack of"
- The Impact / Change in the life of the client or the community that results from the organization's work
- The Method, Program or Service

23



IMPACT SPEECH WORKSHEET

- Work backwards: 📄 (two copies)
 - Identify one change / impact
 - If you removed that change, what would that client or community look like? What would they be doing?
 - What activity created the impact?

24



IMPACT SPEECH WORKSHEET

- Flip it around and tell your story:
 - Did you know . . . ?
 - As a result of our work . . .
 - Give description of program that creates the change
- Impact speech worksheet
- Practice with a partner

25



COMPELLING IMPACT SPEECHES

- Share your compelling impact speech!
- Questions?
- How might you use this “contrast” format?

26



JARGON

- Definitions:
 - The technical terminology or characteristic idiom of special activity or group
 - Obscure & often pretentious language marked by circumlocutions and long words
 - A confused unintelligible language

27



WHAT JARGON DO YOU USE?

- Identify Jargon:
 - Create a List
 - Review Your Document(s) & Circle Jargon
- “Grandmother” Principle
- Redefine Jargon
 - In Every Day Words

28



MARKETING

- Marketing is all about exchanges
- Marketing is a process that helps you exchange something of value for something you need

29



SELLING VS. MARKETING

- **SELLING MENTALITY** is Rooted **INSIDE** the Organization
- **MARKETING MENTALITY** is Based **OUTSIDE** the Organization, in the Marketplace

30



MARKETING: STEP ONE

- **LISTEN** to your Constituency!

31



MARKETING: STEP TWO

- **SEGMENT** Your Market

32



MARKETING: STEP THREE

- **STRATEGICALLY TARGET** Those Segments with the Highest Potential

33



MARKETING: STEP FOUR

- **POSITION** the organization:
 - What does it do well that matters?
 - How does it compare to what other organizations do?
 - How does it distinguish itself?

34



MARKETING: STEP FIVE

- **COMMUNICATE** the Special **OPPORTUNITIES** Your Program Presents in Terms That Matter to the Target Groups

35



MARKETING: PER PETER DRUCKER

"The aim of marketing is to know and understand the customer so well that the product or service fits them and sells itself."

36



MARKETING & THE CASE FOR SUPPORT

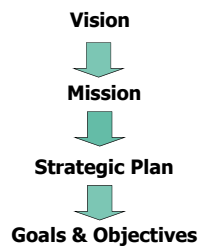
Q: So, how do I develop marketing messages for my organization?

A: By creating an urgent and compelling Case for Support!

37



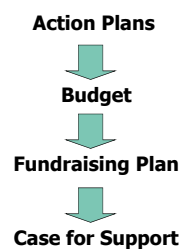
FUNDRAISING FOLLOWS THE PLANNING PROCESS



38



FUNDRAISING FOLLOWS THE PLANNING PROCESS



39



CASE STATEMENT: DEFINITION

A carefully prepared document that sets forth, in detail, the reasons why an organization needs-- and merits-- financial support . . .

40



CASE STATEMENT: DEFINITION

. . . In the context of the “case is bigger than the institution,” it documents its services, human resources, potential for greater services, current needs, and future plans.

- From Glossary of Fund Raising Terms, a publication of AFP

41



THE CASE STATEMENT

The relationship between programs, needs, and benefits to donors must be communicated in a persuasive “case” that motivates the potential donor to action!

42



THE CASE STATEMENT IS . . .

- An internal document
- An investment prospectus
- Prepared by the development office
- The basis for all marketing, communications, program, & development materials

43



THE CASE STATEMENT IS . . .

- Both rational and emotional
- Optimistic
- Brief
- Easy to interpret and remember
- Larger than the institution and has broad appeal

44



THE CASE STATEMENT IS . . .

The single most important
document in the
fundraising effort!

45



ELEMENTS OF THE CASE FOR SUPPORT

1. What is the organization's mission?
2. What has the organization accomplished thus far? (its history)
3. What does the organization do and how is it structurally governed?
4. What is unique about your organization?

46



ELEMENTS OF THE CASE FOR SUPPORT

5. What is the problem? What need does the program for which you are seeking support address?
6. Who is affected?
7. What impact or outcome does the program generate?
8. What methods will be used to implement the program?

47



ELEMENTS OF THE CASE FOR SUPPORT

9. What results have been achieved thus far?
10. What resources and funds are required and how will they be used?
11. What endorsements and support have already been provided for the program? How much? From whom?
12. What is in it for the donor?

48



CASE PREPARATION

- Written by one person or a small team
- First draft — then edit, edit, edit
- Circulate final draft to wider circles: other staff, development committee, etc.
- New rationales will emerge during process

49



CASE PREPARATION

- Update it/them periodically
- Create case statements:
 - For each need / problem / client group
 - For specific geographic areas
 - Or both
- May create separate versions of each case statement for special audiences such as experts, corporations, faith communities, etc.

50



USES OF THE CASE STATEMENT

- Is for internal use only
- Adopt as a policy document
- Is too long & too much for external use
- Adaptable to many uses & formats
- Provides common language for board members, volunteers & staff
- Is the basis of proposals, & brochures, program, & campaign materials
- Assists in leadership & volunteer recruitment

51






IN SUMMARY: A CASE STATEMENT

- Is designed to:
 - Substantiate an organization's opportunities and attributes,
 - Define benefits to the contributor &
 - Stimulate a monetary response!

52







CASE STATEMENT DOCUMENTS

- Elements of the Case for Support 
- Structure of a Case Statement 
- Sample Structure of a Case Statement Document (page 1 only) 

53







CASE STATEMENT DOCUMENTS

- The Case for the North Texas Food Bank Capital Campaign 
- North Texas Food Bank proposal 
- The Case for the Anita N. Martinez Ballet Folklorico 
- Letot Girls' Center 

54



CASE STATEMENT DOCUMENTS

- The Case for the Home Hospice Capital Campaign 
- Talking Points – Internal 
- Fact Sheet 
- When Caring Matters Most 

55



GIVING OPPORTUNITIES (WHAT'S IN IT FOR THE DONOR)


- Are Drawn from the Case Statement
- Can Represent a Wide Range of Appealing Fundable Items - \$50 to \$25,000+
- Fulfill Baby Boomers' Needs to Know Their Gift Provided Specific Tangible Benefits

56



CASE STATEMENT WORKSHEET

Suggested order for creating initial draft

1. Constituents Affected 
 - Direct
 - Indirect
2. Impact
 - The change in the life of the person and/or community

57



CASE STATEMENT WORKSHEET

3. Proof/Justification
 - Happy client stories
 - Statistics/research proving the change
4. Solution/Services
 - Name of the program, project and/or activity

58



CASE STATEMENT WORKSHEET

5. Root Problem (No "lack of")
6. Proof/Justification
 - Sad client stories
 - Statistics/research proving the change
7. Program Delivery
8. The Service Gap

59



CASE STATEMENT WORKSHEET

9. Resources & Personnel
10. The Financial Gap
11. Designated Giving Opportunities
12. The Challenge
 - A "forward-ho" statement
 - There is no ask because the case statement isn't focused on a specific donor

60



RYLANDER BLOG

- Above the Fray
 - <http://rylanderassociates.com/blog/above-the-fray/>
 - Read
 - Subscribe

61



Q & A

62



Thank You!

63