

# The Case for Support

## Articulating Why Your Work Is Needed

What's the problem? (need or opportunity) *in my community?* (include where/what is my community)

What has to be done? (our solution) And why now?

What difference does our work make? What does success look like?

What makes us certain we can handle this work? How are we uniquely qualified for this work?  
What have we accomplished so far?



Who's already on board?

What resources do we need to do the job?

**60-30-10**

