# 10. Case for support checklist

| Checklist for an External C4S | | |
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| **TOPIC** | **QUESTION** | **RATING. 1 -- 5** |
| **CORE CONTENT** | Does your case clearly explain how your Advancement Office (AO) makes a difference to the programmes and projects it delivers? |  |
|  | Does your case explain how and why your campaign(s) will increase your value in your campus and larger community? |  |
|  | Does your case clearly reflect your vision? |  |
|  | Does it clearly show for what you are raising support? |  |
|  | Does your case spell out the basic elements of your plan? |  |
|  |  |  |
| **EMOTION** | Does the case inspire you? Is it exciting to read about the possibilities? |  |
|  | Is there anything in your case that touched your heart? |  |
|  | Did you find yourself wanting to make the programmes/projects a reality? |  |
|  |  |  |
| **WRITING** | Is the case written in the active rather than the passive voice? |  |
|  | Is it written from the perspective of the reader's interests rather than from your fund development or organisation's needs? |  |
|  | Are the sentences short -- no more than 10-15 words? |  |
|  | Does it rely on short, simple words rather than multi-syllabic, technical jargon or cliches? |  |
|  | Is the case as brief as it possibly can be? |  |
|  |  |  |
| **HEADINGS** | When you only read the headings, do you get the essence of the message? |  |
|  | Do the headings engage you enough to compel you want to read the document? |  |
|  |  |  |
| **APPEARANCE** | Is the document formatted clearly with plenty of white space to make for easy reading? |  |
|  | Are the paragraphs short -- no more than 4 sentences? |  |
|  | Are the margins wide enough to write comments? |  |
|  |  |  |
| **FLOW** | Do the ideas make both logical and emotional sense? |  |
|  | Are the sections in an order that leads you through a natural thought process? |  |
|  |  |  |
| **ADMINISTRATION** | Does every page have a "VERSION: Date"? |  |
|  | Do you and you team schedule meetings to review your case? |  |
|  | TOTAL /120: |  |