

THE POWERFUL CASE FOR SUPPORT

PART OF THE EFFECTIVE STORYTELLING SERIES

WHAT IS A CASE FOR SUPPORT?

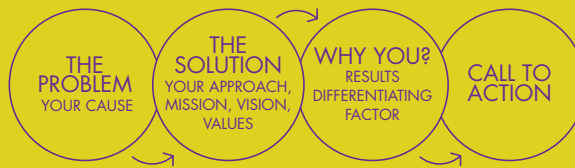
1

A WELL-DOCUMENTED PITCH THAT MAKES THE INVESTOR THINK...

I WANT TO BE A PART OF THAT!

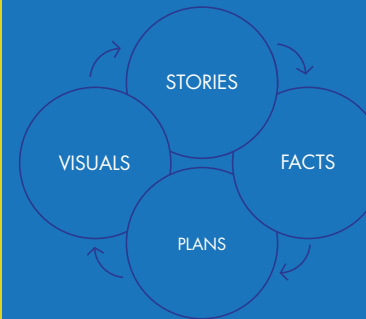
CASE FOR SUPPORT FLOW

2



INCORPORATE...

3



BE CREATIVE WITH THE MEDIUM

4

MOST POWERFUL
↕
MOST DATA

- VIDEO
- INFOGRAPHIC OR ONE PAGER
- PRESENTATION
- BOOKLET

MAKE IT STICKY!

5

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBLE
- EMOTIONAL
- STORIES
- SUPPORT

Research tells us that investors remember and share "sticky" messages.

STEPS TO CREATE A CASE FOR SUPPORT

6



REVISIT IT OFTEN!

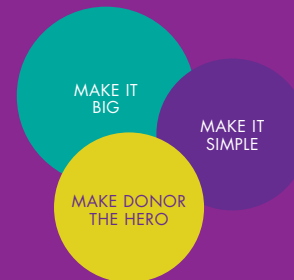
USES

7



REMEMBER...

8



FOR MORE INFORMATION VISIT
www.thesocialleadershipcoach.com
 & www.fundacionbancopopular.org



SOURCE "MAKE IT STICKY!": Berger, Jonah "Viral Marketing and How to Craft Contagious Content" University of Pennsylvania, www.coursera.org
 SOURCE "REMEMBER": www.nonprofituhub.org