Compelling case exploration template

1. It is the WHY of your organisation and WHY a funder should support you.
2. It allows you to be clear on your values, objectives and purpose.
3. It will help you identify a wider spectrum of funders who may align with your purpose.
4. It will help inspire those funders to support your WHY and se what impact their contribution will have, through you, in the community
5. A funder wants to fund for outcomes.
6. Keep it fresh and tailor it to suit the funder.

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| --- | --- | --- | --- |
| 1 | **What does your organisation do?**  *Tell us about your organisation* |  | **Pyramid section:**  Why we exist  **Proposal section:**  Who we are |
| 2 | **What are your organisation’s core values?** |  | **Pyramid section:**  Values  **Proposal section:**  Who we are |
| 3 | **How do you deliver your organisation’s objectives?** |  | **Pyramid section:**  Values  **Proposal section:**  Who we are |
| 4 | **What are your organisation’s goals for this year?** |  | **Pyramid section:**  Outcomes  **Proposal section:**  Who we are |
| 5 | **How can you demonstrate your organisation’s track record, experience and successes/achievements?** |  | **Pyramid section:**  Benefits  **Proposal section:**  Who we are |
| 6 | **What is your organisation’s vision?**  *What does success look like?* |  | **Pyramid section:**  Vision  **Proposal section:**  Who we are |
| 7 | **How do you impact your community?**  **What are the tangible result outcomes?** |  | **Pyramid section:**  Outcomes  **Proposal section:**  Outcomes |
| 8 | **Who do you partner with in your community?**  *What non-financial partnerships help you achieve your goals or deliver benefits to the community?* |  | **Pyramid section:**  How we do this  **Proposal section:**  Our partners |
| 9 | **What support do you have in the community?** |  | **Pyramid section:**  How we do this  **Proposal section:**  Our partners |
| 10 | **What are the challenges that your organisation faces?**  *Also what are the challenges that the music community face?* |  | **Proposal section:**  Challenges and opportunities |
| 11 | **What are your opportunities?**  *What difference would additional funding make in your community? What are the opportunities you would be able to pursue?* |  | **Proposal section:**  Challenges and opportunities |

Your organisation name

Shape

Description automatically generated

***Double click to type your answer here…***

Essence-

Single organisation idea

***Double click to type your answer here…***

Values/benefits

***Double click to type your answer here…***

Attributes

**Why we exist?**

* Double click to type your answer here

**What we do?**

* Double click to type your answer here

**How we do this?**

* Double click to type your answer here