



**Mission-Based Giving and Case for Support:  
Developing Inspirational Impact Statements**  
*A Resource of The Osborne Group, Inc.*

Impact statements should answer three questions:

- What does my gift support?
- What difference does this make in the lives of the people you serve?
- What are the outcomes I can expect from this gift? How will this make someone else's life better?

They can serve as the case for support for your leadership giving specifically, though the ideas behind them can be used to bolster your case for the **entire annual fund**.

As you develop items to include in your own impact statements, tie any named gift level you use ("Patron" -\$1,000, etc...) to specific services and programs you provide but don't feel these must be a dollar-by-dollar accounting from your balance sheet. You want to give your prospective donors a sense of the kinds of things their gifts will help accomplish or support, not what items their dollars will "buy". (This is philanthropy, not shopping!) You do want to make the examples included in your impact statements tangible and link them to specific impacts and outcomes.

**How to use Impact Statements:**

The information you gather to develop your impact statements should be used throughout your fundraising efforts in support of your organization. They can be:

- Incorporated into your printed materials, or as a "stand-alone" brochure
- Used to bolster all types of special events: cultivation, solicitation/fund-raising, recognition/stewardship
- Included in all speeches given by your leadership, and in face-to-face or phone calls by staff or volunteers
- **The basis for all your in-person cultivation visits with prospective donors!**

As you develop and refine your impact statements, use this task as yet another reason to get in the door with your prospective donors: asking for help reviewing your materials is a great way to generate new ideas about how to use these, but also a terrific way to find out what resonates most profoundly with your individual donors!

***Some samples...***

\$2,500 helps support the on-going technological needs of teaching today. Thankfully, gone are the days of "A/V carts" which may have held an overhead projector, or even filmstrip projectors! As recently as five years ago, only 40% of our classrooms had "fixed media" in them; now over 70% do, across all disciplines. More sophisticated technology translates into more dynamic teaching, and a greater ability for the class discussion to range outside the walls of the classroom with live internet, interactive SmartBoards, and projection capabilities that would put the overhead projector to shame...

\$5,000 creates the community of scholars at OUR SCHOOL that bring a diversity of perspectives from which all students and faculty benefit. Because the world is more complicated and diverse each day, we need the ability to create a class with those experiences and perspectives ensuring that every student leaves well equipped not only to navigate but also to lead. Providing the aid required to students that come from all economic backgrounds, we not only can make a great change in the trajectory of the life of

that student and her family, but also ensures that the quality of the students who gather in OUR TOWN is not bounded by any individual's ability to pay.

\$10,000 supports faculty in the development of complex teaching tools that open the world of active learning to students. Over the course of the past year, *the Chinese language teachers built an online system of "flashcards", complete with characters, pronunciation, meanings, instructions on writing the characters and classification of each word, to help students master this difficult language without leaving campus. Or the Biology faculty has set up laboratories with 24-7 virtual access to enable students to collaborate and check in on experiment progress during the hours that students keep!* The Annual Fund underwrites innovation throughout the curriculum, ensuring that teachers have the means to identify a teaching need and solve it in a way that their students can put to immediate use.

\$50,000 helps support capstone events like the annual Undergraduate Research and Scholarship Symposium, bringing together our community of scholars and showcasing the bold thinking happening in all disciplines. Not only does this conference celebrate the community of academic achievement, but also provides students a powerful opportunity to develop public speaking skills in a venue that translates into future life, whether moving into the work world or going on in academics.