

# Advocacy & Building a Case for Support

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## Course Summary

Winning support for a project, both within your organisation, and with your external stakeholders is essential to successfully apply for, and win, funding. This course will enable you to work with internal stakeholders to build and develop support for projects in order to increase their operational and financial viability. By the end of the day, you will feel confident to develop a case for support with the buy in and input of your colleagues across your organisation.

## Aim

Participants are confident in their particular offer, and are able to position this within wider context in order to win support of stakeholders

## Learning Objectives

The course will enable participants to

- Understand what is required in a case for support, and where to get the information to create it
- Have the skills to develop a case for support for their own organisation or project
- Be competent in using a case for support with internal and external stakeholders
- Understand the scope of a case for support, and its limitations.

## Summary of content

- Why do you need a Case for Support
- What is a case for support?
- What should a Case for Support contain?
  - Need
  - Solutions
  - Impact
  - Budget
  - Added Value
- Who needs to be involved (involving stakeholders, the link between advocacy and case for support)
- How can you use your case for support
- Your own Case for Support – how to start, and where to go (including examples)