

Framework: Rationalize the Ask

Case for Support > Funding Plan

Answers To These Questions:

“What do you want from me?”

“How will you make this [project/goal] happen?”

Set a Goal: “How much do you need?”

- How much do you need?
- Over what time?
- “Frame It”
 - Per Person
 - For the Project?
 - For the Vision?

\$5 Million

1 @ \$1M
2 @ \$500K
4 @ \$250K
10 @ \$100K
20 @ \$50K

Make a Simple Plan (Examples): “How Will You Get There?”

- Funding Pyramid _____
- Simple Funding Plan: 10 Angel Investors @ \$100K each (for \$1M)
- One Benefactor... (To Underwrite the Project)

Engage in Dialogue Around the Funding Plan: “What do you want from me?”

- To Underwrite the Project
- Part of the Vision (Use Funding Pyramid)