



# Inspiring Support with Words

How you talk about what you do matters.

Lakes Congress  
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BRAND – It extends to the words you use to inspire support.

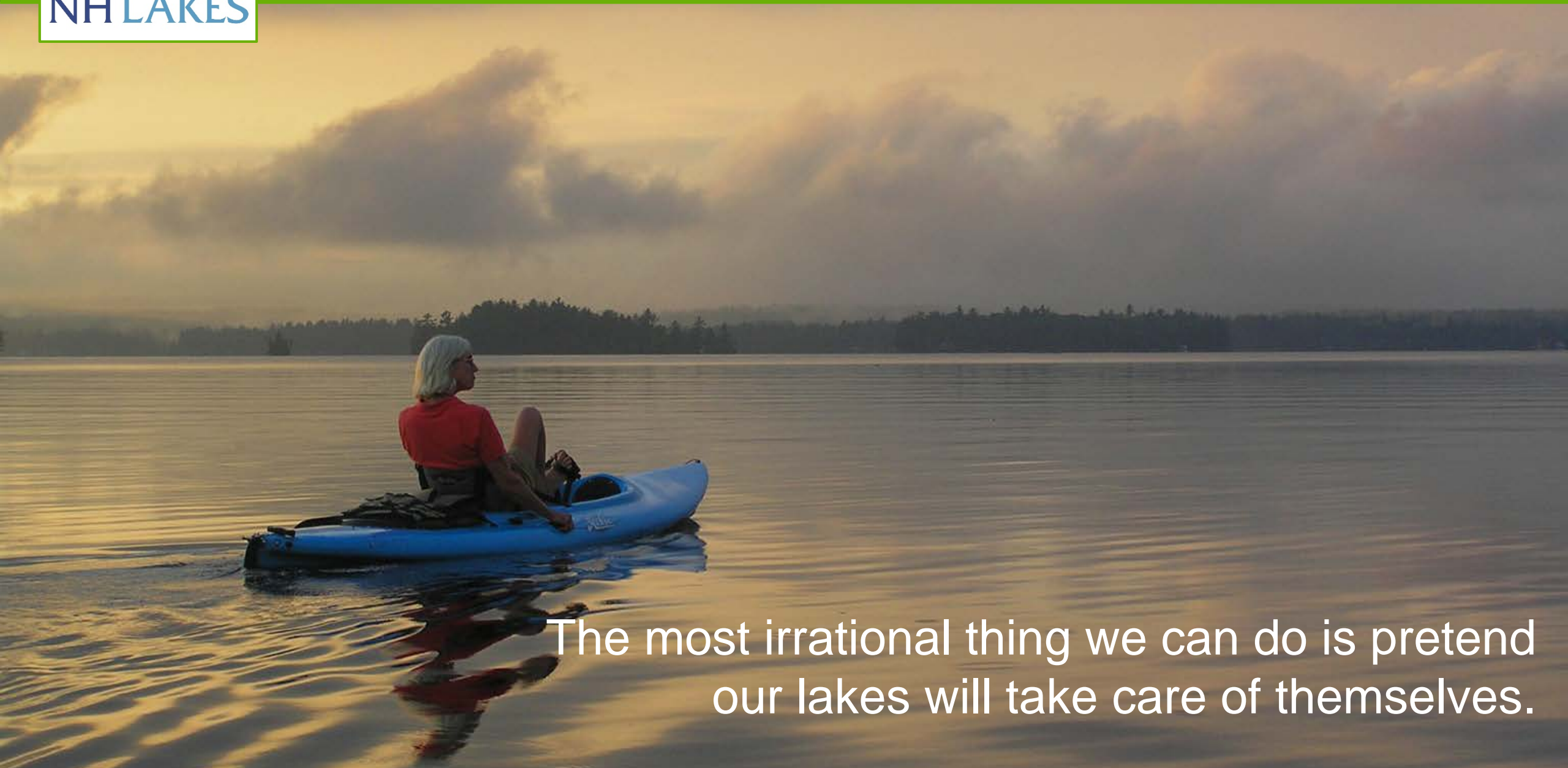




You have a mission and maybe a vision, but...



...do you have a Case Statement?



The most irrational thing we can do is pretend  
our lakes will take care of themselves.





Case Statement Step 1:  
Brief description of the work your organization does.





Case Statement Step 2:  
Describe HOW your organization addresses the  
problems your lake faces.



## Case Statement Step 3: Describe financial objectives.

*MPI:*

- *Money*
- *Project*
- *Impact*



“We seek \$\$ to fund our Lake Host Program so we can prevent the introduction of invasive plants and animals into our lake.”



Most of all, be INCLUSIVE.



Treat every contribution you seek and receive as an  
act of lake conservation!