

WRITING YOUR CASE FOR SUPPORT

You need a written Case Statement:

1. To keep you focused on the difference that you are trying to make in this world.
2. To justify your reason for existing and for receiving money to go about your work.
3. To create a document that officially communicates what your organization is about so that your Board, staff, volunteers and constituents have the same understanding of your work.

Two Kinds of Case Statements:

A. The **Institutional Case Statement** is a comprehensive overview of your entire organization. It should clearly communicate:

- * *what* you are trying to accomplish and *why*
- * how the community is *better* because of what you do
- * *how* you do your work (programs and services)
- * examples of your *accomplishments*

B. The **Individual Case Statement** is drawn from the Institutional Case Statement and then customized for specific programs or constituents. It can stand alone or part of the institutional case. It is designed to present the argument for specific needs, causes and programs.

What's in a Case Statement

A. Institutional Case Statement	B. Individual Case Statement
* Mission	* Value to the community
* Background on your cause	* Purpose, mission, history
* Your Goals and Objectives	* Description of the results you are trying to achieve and the programs that make that possible
* Strategies and Tasks	* Vision for the future
* Board and Staff	* Fund-raising goals
* Organizations Needs	* Invitation and ways to give
* Budget and Financial History	
* Facilities	
* Future Plans	

Questions to Ask

1. Is this document compelling? Will it inspire others?
2. Does it create a convincing argument for community support?
3. Does it present a strong, forward-thinking organization?
4. Does it present a clear picture of what we are trying to accomplish and why that is important?
5. Is it simple and engaging to read? Free of jargon?