



Case for Support a.k.a. Case Statement

Components

1. Mission Problem	Desired Achievement
2. Goals	How Goals are Achieved, What's in Place
3. Objectives	Service to People (Stories)
4. Programs	Character/Quality of the Organization
5. Governing Board	Qualifications/Strength
6. Staffing	Advantages, Strengths, Effectiveness
7. Facilities, Equipment	Validate Need for Philanthropy
8. Finances	Documents, Commitments, Strengths,
9. Planning, Evaluation Impact	
10. History	Heroic Saga, Credibility

Case Statements Help...

1. Establish agreement inside the organization
2. Enlist leadership
3. Provide information backdrop for developing fundraising materials
4. Create basis for institutional evaluation, priority-setting and decision making.

Case Statements Provide Consistent Language for:

- Brochures
- Foundation proposals
- Appeal letters
- Campaign prospectuses
- News releases
- Newsletter articles
- Web site
- Speeches to community organizations
- Face-to-face conversations for cultivation and solicitation