

## THE CASE STATEMENT

- A well-defined description of the need for which gifts will be sought.
- The investment prospectus which defines your organization, its history, services, needs plans and solutions.
- The primary document which communicates your organization's needs for financial support.

## WHY DO YOU NEED A CASE STATEMENT?

- It is the source of inspiration for the fundraising program.
- It is the reference point for board, staff and volunteers, and it builds consensus.
- It succinctly presents your needs and proposed solutions
- It answers the following questions for the donor:
  - What is the need
  - Who has the need
  - What is the proposed solution
  - How is your organization qualified to address the need
  - What is your organization's track record and specific success story
  - What future opportunities exist
  - How can the donor help

## LENGTH OF CASE STATEMENT

- The Cases Statement should be short, preferably one page, no more than two pages.

## A GOOD CASE STATEMENT SHOULD:

- Excite
- Uplift
- Motivate
- Incite to action
- Instill urgency
- Invite support, interest and dedication