

Case Statement Template



#1: An Emotional Opening

Donors and prospects will use the first paragraph or two of your case statement to decide whether or not the rest of the document is worth reading.

#2: Your Mission and Vision

Why does your organization exist? Why should people care? What is your big, bold vision for the future?

#3: History of the Organization

Give a brief summary of the founding of your organization and a short history of its work to date.

#4: Explanation of Your Programs

Tell the reader what programs you are currently running. Give a short explanation of each.

#5: Outcomes and Proof of Impact

Show proof that what you are doing is worthwhile. Use statistics and charts, but more importantly, tell the stories of those you have helped, use testimonials, and then back those up with the numbers.

#6: Financial Needs

How much money does your organization need to raise? Why does it need to raise that amount (what will it be used for?) Why do you need to raise it now?

#7: Means of Support

Give your reader different ways to support your efforts. Do you have a leadership giving program? Annual giving campaign? Planned giving opportunities? Briefly spell those out here