

## **SIMPLE CASE STATEMENT TEMPLATE**

Your Case Statement is a summary of the reasons for people to give. You should have a Case Statement for your organization and one for individual programs or projects.

Before you attempt to craft a Case Statement, you may find it helpful to collect a copy of each of your organization's materials, like previous Case Statements, brochures, annual reports, newsletters, direct mail letters, and grant proposals. Often, you can re-use the information instead of starting from scratch.

1. What is your organization's mission statement? It needs to be short, concise and compelling. \_\_\_\_\_  
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2. What problem does your organization address? (Feed the hungry, help the sick, house homeless animals, protect the environment, etc.) \_\_\_\_\_  
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3. How many people are affected by this problem in the area you serve? \_\_\_\_\_  
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4. Briefly describe your organization's history. \_\_\_\_\_  
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5. What success has your organization had in addressing the problem? \_\_\_\_\_  
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6. What success stories can you tell about the people you've helped? \_\_\_\_\_  
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7. How is the organization uniquely positioned to successfully address this problem?  
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8. What need are you raising money for? \_\_\_\_\_  
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9. What is the fundraising goal for this need? \_\_\_\_\_  
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10. What does it cost to change one life or provide one unit of service? \_\_\_\_\_  
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11. How will the donor's gift make a difference and affect the need? \_\_\_\_\_  
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12. What makes the need urgent? (Why should the donor give now?) \_\_\_\_\_  
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Need more help? We've got lots of resources at [www.GetFullyFunded.com](http://www.GetFullyFunded.com) or email us at [support@getfullyfunded.com](mailto:support@getfullyfunded.com) to find out how we can work with you.