

What Is a Case Statement?

You've heard that your non-profit needs a case for support, often called a case statement. You need a quick read on what that involves. The following outlines the key points of a case statement.

1. The case for support is expressed in a case statement.

The case for support details the reasons for raising money. It is usually put into a document called a case statement. These terms are fairly interchangeable, often referred to by insiders as "the case."

2. The case statement will take many forms, depending on purpose and audience.

Once written and approved, the information in a case statement can be used in many ways. It becomes the basis for proposals, brochures, audio-visual presentations, campaign literature, direct mail pieces, events, and solicitations. The case needs to be adapted to each prospect or group of prospects.

3. The case for support must be compelling and attract support.

It must be well-written with substantive documentation to establish credibility. The case must help prospects connect—emotionally and intellectually—with the important work and goals of your organization. It is, in the end, a sales piece.

4. A Feasibility Study helps bullet-proof the case statement.

By testing the case statement in Feasibility Study interviews, Counsel is able to refine the document to achieve maximum support.

5. The case statement answers the following questions:

- a. What is going to be done?
- b. Who will benefit?
- c. Is there really a need for this?
- d. Is this the best way to deal with the problem?
- e. Who is going to do it?
- f. How does this fit with the organization's overall plans and goals?

- g. How will this change the organization?
- h. When will this happen?
- i. What will it cost?
- j. Who will support it?
- k. How will we know if the effort was successful?
- l. What happens if the money isn't raised?
- m. Why should a prospect care enough to give?

The process of writing and publishing a case statement involves great skill and proper lead time. It's typical to engage Counsel to conduct the process and produce the material.

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