

## 6 Ways a Case Statement Helps You Raise Money

In large campaigns and small campaigns, the case statement is a vital part of the fundraising effort. Naturally, the case statement is helpful in writing proposals and promotional materials, but its value goes beyond those things. Here are six ways a case statement helps you raise more money.

### 1. It is the tested vehicle to attract support.

In a feasibility study, the case statement is vetted among key stakeholders. In this way, it is strengthened and made more attractive to the philanthropic marketplace. Because so many insightful people have reviewed the case statement, it is tried and true in its content and presentation.

### 2. It is the foundation of all solicitations.

In a capital campaign, every solicitation will play off of the case statement. Some solicitations will present the entire case for support, while other solicitations will focus only on a portion of it.

### 3. It defines donor opportunities.

The case statement lays out the key areas where giving is needed. These needs translate into opportunities for prospects. When a prospect reviews the case statement, he or she will naturally be drawn to what interests them the most. In this way, the prospective donor is guided in a compelling way.

### 4. It focuses the efforts of staff and volunteer leaders.

Without a case for support, fundraising efforts would be scattered, leading to poor performance. The case statement provides the “product” the development team promotes to prospects.

### 5. It has a flexible form of presentation for various audiences.

The case statement is an unusually flexible document. From it, staff can develop solicitation proposals, brochures, budget reports, annual reports, storylines, tours, and other promotional vehicles. The presentation of the case statement can be done in writing, verbally, through Power Point presentations, videos, on websites, and other mediums. It can also be made longer and detailed or shorter and more concise. In the end, all variations of the case statement lead toward the goal—successful fundraising.

### 6. It gives volunteers a specific product to pitch.

While staff may live and breathe the campaign’s case statement, volunteers are

much less involved. They need solid briefing materials to feel confident in making contacts and solicitations. The case statement accomplishes that for them.

The case statement is versatile and effective. It becomes the lifeblood of a campaign.

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