Create a Strong Case Statement

Your case statement should "make the case" in each of the following areas: the case for your organization; the case for support, both program/capital and endowment; and include examples of endowment opportunities that could be met through the drive. To prepare your case, answer the following questions.

Case for the Organization

1. Why does your organization exist?

2. What is the problem or need that you address?

3. Why is your organization's existence critical to your community?

4. What is your vision for solving that problem or need?

Case for Program and Capital Needs

5. How do you intend to accomplish this vision? (What programs?)

6. What resources do you need to put programs into place? (specific funding needs)

List the specific programs and capital needs that will help you attain the vision:

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What resources do you need to put programs into place? Now break down the needed program and capital needs into smaller components. Attach cost figures to each specific part of the program. For instance, staff, equipment, and other resources are needed for each program. State what will be needed and attach estimated cost figures.

Project and Cost Outline

Programs	Description	Annual Cost	Cost to Endow

Equipment Needs	Cost

Other Resources Needed	Cost

This Project and Cost Outline presents the "giving opportunities" for the campaign. This should be attached as an appendix to the case statement.

Case for Endowment Support

Endowment is important:

1. To ensure the organization's future. Endowment provides "security" for an organization to ride through the difficult times.
2. Funds to provide the "margin of excellence." Endowed funds provide dollars to provide special individuals and projects that raise the quality of your organization.

Spend some time thinking about your organization. Then write a couple of paragraphs on what endowment would do for your organization.