

KEY ITEMS TO INCLUDE IN YOUR CASE STATEMENT

An emotional opening

Your mission and vision statements

Your history and accomplishments

Any brochures, newsletters, magazines, appeal letters, previous case statement

Proof of impact - Stats, outcomes reports, letters from grateful clients, testimonials, quotes from experts who have worked with the organization, surveys, etc.

Description of all your programs and services

Your annual budget and an annual report; means of support

Any newspaper articles, press releases, interviews, etc.

Resumes of key staff

List of board members

Event calendars