



Case Statement Exercise

Think about the various elements of your case for support:

What is the community problem or need that your agency addresses?

What results does your agency hope to accomplish (in the short-term future)?

What programs/services does your agency plan to offer in order to achieve those results?

What are the benefits to the community if the problem/need is met? What are the costs to the community if the problem/need is not met?

Think about the benefits (tangible and intangible) your agency provides to potential donors.
Write down several reasons that might motivate a potential donor to give to your agency: