**{Logo of your Organization}**

**CASE STATEMENT**

**CAMPAIGN NAME**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |

|  |  |  |
| --- | --- | --- |
|  |  | |
|  |  |

*WHAT IS {NAME OF CAMPAIGN}?*

The ***{name of your organization does/provides {program(s), initiative(s), other}.*** The **{*name of your organization’s*}**Board of Directors decided to embark on an annual funding campaign for **{20..-20..}** to raise **{$ funding}** to ensure that the **{goals, objectives, strategies}** of the ***{name of your organization}*** are met by the end of **{your fiscal year}**.

***{Various ………}*** initiatives were identified with specific ***{goals, objectives, strategies, and times to achieve the initiatives}.***

*MAJOR ACCOMPLISHMENTS IN 20 –*

Some of the major successes of the **{name of your organization}**produced during the past \_\_\_\_ year(s) need to be recognized because……………………………………………………….

**Name of Program/Initiative/Project**

{Details}

* …………………………………………………………..
* …………………………………………………………..
* ……………………………………………………………

**Name of Program/Initiative/Project**

{Details}

* …………………………………………………………..
* …………………………………………………………..
* ……………………………………………………………

**Name of Program/Initiative/Project**

{Details}

* …………………………………………………………..
* …………………………………………………………..
* ……………………………………………………………

*WHY WE ARE RAISING $\_\_*

The **{*name of Campaign’s*}** purpose is to raise funding for {month ***20\_ through month 20*\_}** to ensure that the following {**goals, objectives, or other……. of *{name of your organization}*** *are met:*

***GOAL:***

***OBJECTIVE(s):***

***STRATEGY(IES):***

* …………………………………….. ….
* ………………………………………..

***GOAL:***

***OBJECTIVE(s):***

***STRATEGY(IES):***

* …………………………………….. ….
* ………………………………………..

**{Name of Your Organization}**

**BOARD OF DIRECTORS**

|  |  |  |  |
| --- | --- | --- | --- |
| **{Picture}**  **{Name,**  **Board Title**  **Business Title**  ***Name of Co.}*** | **{Picture}**  **{Name,**  **Board Title**  **Business Title**  ***Name of Co.}*** | **{Picture}**  **{Name,**  **Board Title**  **Business Title**  ***Name of Co.}*** | **{Picture}**  **{Name,**  **Board Title**  **Business Title**  ***Name of Co.}*** |

|  |  |  |
| --- | --- | --- |
|  | **{Names of Your Professional Staff}** |  |

**{Picture} {Picture} {Picture} {Picture)**

|  |  |  |  |
| --- | --- | --- | --- |
| Name  Title | Name  Title | Name  Title | Name  Title |