**{LOGO OF CAMPAIGN NAME}**

#### CASE STATEMENT

{always refer to the Templates Section, Quiet Phase – Planning, under the Guide Sheet for a Case Statement: “What a case statement should clearly state”}

Annual Fundraising {Name of Campaign} {Amount $)

For {*Name of Your Organization}*

***{CAMPAIGN LEADERSHIP}***

|  |
| --- |
| Campaign or Project or Initiative Chair or Co-Chairs |

**{Division or Committee}**

**{Can also be business sector}**

Co-Chairs

**INTRODUCTION**

***{name of your organization}***is currently raising funds for its **{2012 – 20…. annual campaign}*.***

The***{name of campaign}***for the***(name of your organization)***is a funding initiative that will allow this organization to raise funds for **{program(s), initiative(s); project(s), other}**. This Case Statement outlines in detail this year’s **{programs, initiatives, other}** and how we will allocate the funds for each **{program, initiative, other}.**

Many positive things have been accomplished by our board of directors, staff and volunteers of (**your organization**) along with other community and business leaders **{in your community, region, and/or state}.**

***{Enumerate the accomplishments, goals achieved with you program(s), initiative(s), other}:***

*•*

•

•

•

•

**HOW YOU CAN BE A POSITIVE PART OF {your annual fundraising campaign name or just name of the “20...-20... Anuual Campaign}**

To continue the growth currently being experienced by ***{name of your* *organization}*,** our yearly funding campaign is necessary. Please review the positive impact from the programs or initiatives of ***{your organization}*** and all those involved with the {name of your organization} and consider your part in financially supporting this year’s effort.

**BACKGROUND**

The **{name of your organization}** was created in **{date}**, is a (501(c )3 nonprofit and has been providing the **{programs, initiatives} over** the past………………. years.

During these years, the **{name of your organization}** has worked with over **{number}** constituents, **{number}** citizens, **{number}** companies, {number} foundations to **{specify your organization’s mission and what you are accomplishing}.**  Our annual plan **{strategic, yearly, mission plan or other}** has established direction for our **{your organization’s}** short and long-term financial stability, with realistic and strategic goals.

Specifically, this year’s plan identified the challenges **{or goals}** to **{our programs, projects, initiatives}** and the following is an outline of our **{your organization’s}** yearly plan, which we are currently implementing. Your support, both financially and personally, is needed to ensure continued success for the **{your organization}** and the {specific program(s), initiative(s) that have and will continue to benefit {**your constituents, clients, community, other}.**

##### {YOUR ORGANIZATION’S} ANNUAL (PROGRAM, INITIATIVE(S)}

The ***{YOUR ORGANIZATION)*** is/will be focusing on the following (programs, initiatives) to……………………………………………………………………………

**PROGRAM / INITIATIVE 1**

GOAL:

**OBJECTIVE(s):**

**PROGRAM / INITIATIVE 2**

GOAL:

**OBJECTIVE(s):**

**PROGRAM / INITIATIVE 3**

GOAL:

**OBJECTIVE(s):**

|  |  |  |
| --- | --- | --- |
| **(20...-20...) ANNUAL BUDGET SUMMARY** | | |
|  |  |  |
| **1. PROGRAM/INITIATIVE {$ you need for this program}** | **$** |  |
| **1. PROGRAM/INITIATIVE {$ you need for this program}** | **$** |  |
| **1. PROGRAM/INITIATIVE {$ you need for this program}** | **$** |  |
| **TOTAL** | **$** |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**{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 |