# Case for Support Statement

*What Is a Case Statement?*

Your case for support (C4S), or case statement, is a document detailing the argument for **why your organisation deserves gift suppor**t, usually by **outlining the organisation's programmes, current needs, and plans.**

A C4S **should be educational and persuasive and make a compelling case for the work you do by describing your mission and values, history (track record), people, programmes and services, and vision for the future**.

Use your case statement to inform prospective funders and persuade them of your need for support. In this way it is not that different from a general support proposal, and like a proposal it should be concise and convincing.

Your case statement should provide ready answers to the following questions:

1. **Why** does your organisation exist? **What** is the need, problem, or challenge that you are there to address?
2. **How** do you plan to confront that need? What do you hope to **accomplish**, realistically? This is where your mission statement and programme objectives come into play.
3. How is your organisation **qualified** to address the need? What kind of **track record** do you have, and what are the skills, experiences, and qualifications of your board, staff, and any volunteers?
4. **How much money** do you need to advance your efforts?

*How your case statement supports your fundraising efforts:*

1. The case statement can be used as your fundamental fund development document with major donors.
2. You can draw from it to create other documents, such as speeches, press releases, or proposals.
3. Circulate the case statement among colleagues to solicit their feedback on it, to encourage their investment in your fund development process early on.
4. Give it to anyone who does face-to-face solicitations on behalf of your organisation: it can serve as a "briefing paper" for them and help them choose the best language to describe your organisation.
5. Use it as a recruitment tool when corresponding and meeting with prospective board members.
6. Where appropriate, a Success Equation/Impact Plan could accompany your C4S or be used as ‘leave behinds’ after meetings with donors.