

Case Statement Template

Adapted from JFFixler Group's *Case Statement for Volunteer Engagement*, downloadable at <https://jffixler.com/case-statement-volunteer-engagement>

Case statements communicate the rationale, need, focus, and vision of what will be different as a result of an initiative. A statement ensures consistency in promoting an initiative and helps to garner support. It can be used to develop speaking points, print materials, and proposals to share with prospective funders.

Background (how or why the initiative is being developed)

Connection (to mission and vision)

Stakeholders (who is involved in, supporting, and/or benefitting from the initiative)

Examples (of existing exemplary programs and services within the organization)

Your Case Statement

Speaking Points

Elevator Speech