

## 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**