

Case for Support: Building a Core Case Statement in Four Steps

INSTRUCTIONS: A core case statement contains four key elements. Walk through drafting a sentence in each of the four sections below. Then, put those sentences together for a rough draft of a core case statement.

1. CAUSE / PROBLEM / VISION

Consider: Why do you exist? What is the problem you are trying to solve? What must be accomplished? When making your case, you can state your vision as well as what is currently standing in the way, what needs to be addressed. This is the kingdom/community vision you are trying to achieve.

EXAMPLE: Every day kids are doing poorly in school because they don't have the financial resources and social support they need to thrive.

Every day _____ because
_____.

2. ORGANIZATION / SOLUTION

Consider: Who are you, what do you do and where? What creative solutions are you providing toward the problem? How are you adjusting your approach for services or fundraising?

EXAMPLE: Back to School Ministries is a group of champions who serve kids in our community by providing food for those who are physically hungry, school supplies for kids who face academic barriers, and resources so kids can participate in extracurricular activities to keep them engaged.

_____ is really a group of champions who serve _____ in
_____ by _____.

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3. IMPACT / OUTCOME

Consider: As a result of providing the solution toward the problem, what impact are you having? How can you prove it works? Your case should demonstrate the progress you are making in the cause.

EXAMPLE: Since getting started in 1998, dropout rates have decreased by x%, more kids are experiencing community through activities like basketball and band, and kids are better able to concentrate after receiving healthy breakfast each morning.

Since getting started in _____ (year), _____
 _____ (meaningful measure or outcome).

4. INVITATION / INVOLVEMENT

Consider: Why and how should others get involved. Your case should also include an invitation to DO something.

EXAMPLE: We believe God calls us to care for the “widows and orphans in their distress” and that these children are the widows and orphans of our community. You can join this work through a gift of \$35 a month that allows another child to access our program and by joining our prayer group the last Thursday of every month on Zoom.

We believe God calls us all to _____ and you can join this work by
 _____ and by _____ .