



## My Community Idea Case Statement

1. What's the issue?
2. What do I want to do?
3. Who benefits?
4. What support do I need?

## Mission or vision

Begin with an emotional appeal, tell a story

- *“When you support \_\_\_\_\_, you will be contributing to \_\_\_\_\_.”*
- *“Our project provides \_\_\_\_\_, by fulfilling our mission.”*

## Project

Highlight your vision for the future

*“We are ready to grow and develop! In the coming year, we look forward to enhancing our service delivery and internal structure to meet the needs of even more \_\_\_\_\_  
\_\_\_\_\_ (who & where).”*

## Expand

- Demographics
  - Similar local projects
  - What makes it stand out is its unique positioning to make an impact?
- History
  - How did you come up with the idea
  - Who is involved with the decision-making and execution of this project?
- Needs statement
  - Stats
  - Connect your vision to your work
    - Our team bridges gaps in sector services through simple, cost-effective practices.
    - Evaluation

## **End with a call to action:**

We invite you to create outcomes for \_\_\_\_\_. With your support, we will enhance/develop the delivery of services to\_\_\_\_\_.

Your gift will empower our work in countless ways throughout the year, and we will look forward to sharing the impact you have made. Thank you for considering our request. If you have any questions, please do not hesitate to reach out to \_\_\_\_\_ via phone (number) or email.