

Case Statement Worksheet

Opening Hook

Lead with a powerful story, statistic, or quote that draws readers in.

Example: “Last year, over 1,200 families in our community faced homelessness—but thanks to your support, 400 of them found safe, permanent housing.”

Who We Are

(Organization Name) is a (brief description of what you are—nonprofit, community-based organization, etc.) committed to (your mission in plain language). Since (year founded), we have (short history + credibility points).

The Need

Right now, (describe the core problem or challenge). In our community, this means (insert specific data/statistics and human impact). Without immediate action, (state the consequences of inaction).

Our Solution

Through (describe your programs/services), we (explain how you solve the problem). What makes us different is (unique approach, partnerships, or innovations).

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Our Impact

Because of the generosity of people like you:

- (Impact statistic or achievement #1)
- (Impact statistic or achievement #2)
- (Short success story or testimonial)

Our Vision

We believe that (state your long-term vision). With your help, we can (explain the change that's possible and why it matters now).

Your Role

You can help make this vision a reality by (specific action—donating, sponsoring, volunteering). Every (dollar/hour/contribution) brings us closer to (desired outcome).

Stewardship & Accountability

We are committed to transparency and impact. (Briefly explain how you track results, use funds wisely, and report back to donors.)

Call to Action

Join us! Together, we can (inspiring closing statement tied to mission). Give today at (website/donation link) or contact (name/email) to learn more.