



Writing Powerful Case Statements to Support Grant Professionals




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What is a Case Statement?

A written document that outlines all of the reasons that a funder might want to support your project; provides your complete project plan, rationale, and benefits of your project.






Purposes of the Case Statement

- * Internal: The foundation for all of your grant proposals
- * External: Marketing materials for potential donors becomes developed from the internal case



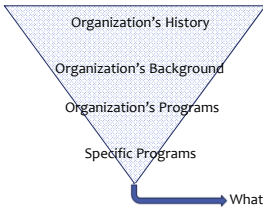
Elements of a Case Statement



- * Who
- * What
- * Why
- * Where
- * How
- * How much
- * So what

Who?

- * Provides background on your organization
- * Move from general to specific





Example of "Who"



Organization X, founded in 1923, initially provided child development services to Davenport residents from the home of its founder. At that time, poverty, homelessness, and orphaning dominated the need. In the 90 years since our founding, we have expanded our services to meet changing community needs. Today, we offer an after school program for 40 children ages 5-15, a meal site for 85 children during the summer, resources to economically empower the 150 families in our neighborhood, basic health and mental health screenings and services and community watch groups that assure a safe and secure neighborhood in which our children can grow to become healthy, productive adults.

Our afterschool program provides students with homework assistance, adult mentoring, a healthy snack, and enrichment activities such as theater, music, arts, computers, and creating writing. Developed with the assistance of the Local School District and Local University, certified teachers along with education and social work majors staff our program to assure that it remains educationally sound while meeting the multiple needs with which our children arrive.

What?

- * Explain the purpose of your project
- * Be succinct
- * Be specific
- * "The growing needs of our program dictate that we construct a new community center in which to house our afterschool program."

Why?

- * Why this program?
- * Why now?
- * Why me (the organization)?
 - * Who are your partners?
 - * Who are your competitors?





Using Arguments

Data

54% of children in this neighborhood come from single parent households who earn less than 150% of the poverty level.



→

Claim

Children in this neighborhood need additional support

Warrant

Children from single parent and poverty households need more support

Another Example

Data

Since beginning the after school program, ITBS test scores of participants rose 10 points compared to -2 points for non-participants.

Warrant

ITBS scores measure achievement; increases are due to the after school program; past success = future success

Claim

Organization X has the experience, expertise, and track record to provide the needed skills to these students.

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Complex Arguments

Data 1

Data 2

Data 3

Warrant 1

Warrant 2

Warrant 3

Claim

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Types of Data

- * Statistics
- * Testimonials
- * Expert opinions
- * "Common Sense"

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Common Argument Errors

- * No data to support the claim
- * Data, but no claim
- * Warrant does not link the data to the claim
- * Fallacies
 - * *Ad Hominem*
 - * *Non Sequitur*
 - * *Post Hoc Ergo Propter Hoc*
 - * Hasty Generalization

Project Logistics



- * Answers the “where,” “how,” and “how much”
- * Be specific, even if plans are not certain

Example of Logistics

Organization X purchased the lot next to our current center for \$25,000 back in 1970 with the plans to someday expand. That day has come. We have contracted with Mr. Architect to design a 20,000 square foot community center that will accommodate up to 200 students at a time. A large room will dominate the center and provide our students the opportunity to engage in sports and other large motor activities. Two smaller conference rooms on either side will provide room for seminars, tutoring, and small group work. A third computer room will contain 10 internet-capable computers on which students will learn computer graphics and complete homework assignments. An art room will contain materials that will allow for “messy” activities: painting, ceramics, and science experiments. Finally, a large kitchen will allow staff to prepare meals on-site, saving 25% of our annual food budget while providing an avenue to teach students and their parents about cooking and other nutritional skills.

We estimate a total cost of \$5.2 million for this project, of which we have raised \$3.2 million from national foundations. We now turn to you, our local community, to help us raise the balance and provide a better future for our citizens and their children.



So what?

- * Outlines the ultimate impact of your project
- * Use persuasive techniques:
 - * Appeal to emotion
 - * Appeal to logic
- * Use LOCAL data to support your claims






Example of “So What”

In 2015, students in this neighborhood will have a community center where they feel safe, valued, and can receive the extra assistance they need to excel in school. We expect that test scores will improve by 20% over the next decade with a concomitant decrease in drop-out rates and truancy. This improvement will result in a crime rate that decreases by 10% in their neighborhood alone, saving tax payers \$500,000 annually in law enforcement and incarceration costs. Likewise, we expect a 10% increase in college attendance by these students which will add \$25,000 annually to the city's tax rolls while saving \$150,000 annually in public support.




Other Considerations

- * Must be well-written
- * Anticipate all of your arguments
- * Anticipate different audiences
- * Provides the basis to focus on different aspects of the project

Other Uses for Case Statements

- * Fundraising appeals
- * "Elevator" speech
- * Talking points
- * Publications



Questions??

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