

Case for Support Statement Worksheet

Step 1: Identify community issue.

- Identify a community issue in your area: _____

- List 3 ways your organization addresses, responds to, prevents and resolves the community issue. Keep statements to 5 words in length:
 1. _____
 2. _____
 3. _____

Step 2: Develop a key message.

- Pick one key area your organization impacts:
Area to Address: _____
- Develop a key message, starting with supporting facts. List 3 facts that support this area (how many serves, benefits to child/families/members, etc., how many dollars were needed to support this program last year, what dollars will be needed in the future?)
 1. _____
 2. _____
 3. _____

Step 3: Identify a story to tell.

- Think of a story that supports your key message. It should be a specific to your organization and to a participant who benefitted from the program or services related to this key message.

Story: _____

Step 4: Write your case statement bullet points.

Case Statement Bullets:

- _____
- _____
- _____
- _____
- _____
- _____

Step 5: Develop a story to present to an audience (Rotary, Chamber, etc.)

Story: _____

Step 6: Review each other's case statement.

1. What is strong about the case statement?
2. What could use more emphasis?

Step 7: Identify communication vehicles.

List the communications your organization has in place that you can deliver you case.

Communication Vehicles:

- _____
- _____
- _____

Step 8: Carrying out the strategy.

Identify who will carry out each strategy communication strategy at your organization.

Individual (s) / Position (s) who will carry out the strategy:

- _____
- _____
- _____