**Capital Campaigns and Fundraising**

**Key Case Statement Elements**

**Executive summary:** The case begins with a brief executive summary designed to set the stage, compel the reader, concisely explain the campaign and state how much is needed to achieve a clear and impactful outcome.

The summary is the final part of the case to be written, because a good summary hits the key points of every other section in the statement.

**Introduction:** Next is a short introduction to your organization that is written with the campaign in mind.

**Statement of need:** The introduction is followed by a statement of need that articulates the community issues addressed by the campaign and boils them down into a few core points.

**Objectives:** Then state the measurable objectives of the campaign.

**Project methods:** The objectives are supported by a description of project methods that convinces the reader the agency has anticipated every challenge and has the right personnel.

**Evaluation:** Document the evaluation of the campaign, including planned measurements, benchmarks and internal accountability.

**Sustainability:** Address the sustainabilityof the completed campaign. For instance, if new land parcels are acquired, show that the agency is prepared for any new operational costs.

**Budget:** Finally, a transparent budgetshould explain all anticipated costs, as well as sources of revenue that will contribute to a successful campaign.