**Notes for using this template:**

* In the column on the left, we’ve provided a basic outline of the six elements every case for support should include. Use the middle column to record your thoughts as you plan out the copy and quotes you will add to each section of your case statement.
* Use the column on the right to jot down what kind of data visualizations (e.g., charts or bar graphs) or photos you’d like to include in each section.
* For a more in-depth explanation and examples of the six elements you should include in a case for support, see our blog content: [**Here’s What To Include in Your Nonprofit’s Case for Support**](http://blog.capterra.com/what-is-a-case-for-support/).

|  |  |  |
| --- | --- | --- |
| **Case statement element** | **Notes/Text** | **Illustration or photo** |
| 1. An emotional appeal
 |  |  |
| 1. Introduce your organization
 |  |  |
| 1. Explain the problem your organization is seeking to solve
 |  |  |
| 1. Provide an overview of how you plan to solve it
 |  |  |
| 1. Break down your fundraising goal and plans
 |  |  |
| 1. A final call to action
 |  |  |