The Case Statement is the one definitive reference piece, used throughout the campaign to justify and explain the purpose, plan, and challenges of the campaign. Writing the Case Statement is the number one priority in the planning phase of a campaign and all campaign activity is based on this document. A well communicated case for support can facilitate the recruiting of leadership and volunteers and motivate the faith community to give generously.

The case must always be reviewed and approved by the pastor and adhere to the basic principles of Christian Stewardship. Each parish campaign is based upon our own Christian principles of stewardship, promoted each day. We give back to God a portion of the blessings we have received. Equal sacrifice, not equal giving, is our premise in all parish campaigns. All parish families should be challenged to give sacrificially in support of the case.

The Case Statement should be compelling and appeal to the head and heart. This is an ever-changing document, therefore you must be prepared to have numerous drafts. A preliminary case should be written and tested with a Feasibility Study prior to initiating a major campaign. The Case Statement should include a direct statement stating that gifts to the campaign must be in addition to each household’s current offertory gifts and other gifts such as the Bishop’s Annual Appeal.
Key elements of a Case Statement are:

**Introduction**
- Present a brief history of the parish and describe what is distinctive about the parish.
- Describe how the parish arrived at the current needs and challenges.
- Emphasize the teachings and practices of stewardship. Describe how the ministries and programs at your parish dramatically impact the lives of the parish community.

**Purpose**
- Present the planned goal and projects and demonstrate how they fit into the overall mission of the parish.
- Explain how addressing these needs will benefit and enrich the lives of the parish community now and in the future.
- Create a sense of urgency and importance.

**Fund Raising Plan**
- Explain the possibility of conducting a campaign to raise the necessary funds to address the needs and challenges.
- Explain why after careful planning (feasibility study results), it has been determined to be the best course of action.
- Clearly identify the intended use of the funds raised and how a sacrificial gift can be offered. As specifically as possible, provide the estimated cost of each major item in the case; try to break out costs.

**Conclusion**
- Clearly illustrate how a successful campaign will help strengthen, maintain, and improve the overall life of the parish.
- Explain why it is essential that all parish families participate; how this will benefit the community.
- Explain how the parish community can volunteer to assist in the campaign effort.

The Case Statement for Support should not be a static reflection of the opinions and ideas of a select few. The statement best serves the parish when it is a dynamic presentation built on the input of the entire parish community of the assessed needs and solutions.

The Office of Development and Planning staff is well experienced and well informed of the best practices guided by the USCCB’s Pastoral Letter, “Stewardship: A Disciple’s Response”. A director will support and guide the pastor and parish leadership through every phase of the campaign. For more information or to schedule a meeting, call 1-877-241-2550, or by email contact: Andrea Pannell, Moderator apannell@columbuscatholic.org.