

Case Statement of Support

The Case Statement of Support, often referred to as The Case, is the one definitive reference piece, used throughout a Capital Campaign to justify and explain the purpose, plan, and challenges of the fund drive. Writing The Case is the number one priority in the planning phase and all campaign activity and developed materials will be 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.

Building The Case can be a faith defining moment in the life of the parish. The questions “Who are we?”, “What are we about?”, and “What is our purpose?” should be raised and responded to. The potential needs being addressed will need to be understood in the context of how it advances the mission of the parish. This gives significance to the campaign theme which will echo in the minds of the parish community long after the campaign is over.

The Case must always be reviewed and approved by the pastor and adhere to the basic principles of Christian Stewardship. While we understand that not every family will be able to give at the same level, every parish family should be challenged to give sacrificially in support of the case and assuming their share of the total goal. It is critical to the success of a campaign that the Case Statement of Support affectively communicates the importance, relevance and urgency of the capital needs being presented. Some key components of a Case Statement of Support 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.

Fundraising Plan

- Explain the possibility of conducting a capital 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 capital 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 fund drive effort.

The Case should be compelling and look to appeal to the head and heart. Be prepared to have numerous drafts. A preliminary Case Statement of Support should be written out and tested with a Feasibility Study prior to initiating a Capital Campaign. It should include a direct statement stating that gifts to the campaign must be in addition to household's current offertory gifts and others such as gifts to the Bishop's Annual Appeal.

The Development and Planning staff is well experienced and well informed of the best practices guided by the *USCCB's Bishop'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, please contact Rick Jeric, Executive Director at 614-241-2550 or toll free at 1-877-241-2550 or email at rjeric@colsdio.org.