The CasE valuator®

There are many elements that must be included in a Case Statement. That's the mechanical and technical side of developing the material. But nothing takes the place of good writing. That's the creative side. You must prepare copy that sizzles—and states clearly and dramatically the need and urgency. Even a project that is unquestionably valid requires writing that has genius, magic, and power.

If the reader doesn't share your vision and isn't propelled to become a partner in your great cause—no matter how pressing the need, you haven't made the case. Period!

Don't be unduly concerned about the order. There are times that it's much more compelling to start with the vision. And sometimes, historical facts and details about current services can be handled best as exhibits in an Appendix. What counts is that you don't leave anything unanswered or open to challenge. And yes, one thing more—that you end up with a Case Statement that represents the Institution with style, grace, and integrity.

Use this *CasE*valuator[©] to rate the twelve essential factors that determine the effectiveness of a successful Case Statement. Indicate the points for each item in the right hand column. Total the point to score your Case Statement. Note that the rating of *Poor* is scored as *minus two* (-2).

	Poor -2	Fair 4	Good 6	Very Good 8	Excellent 10	Points
Mission Is Stated or Interpreted for Easy Understanding						
Brief History <i>explanation of why institution was founded and societal environment that existed at the time that impelled its creation</i>						
How Institution Provides Its Services indication of constituencies served and statistics, and explanation of activities, programs, and leadership						
Institution's Vision For The Future clearly and dramatically stated						
Explanation Of The Proposed Project description and rational of the items to be covered in the program and the cost						
Institution's Singular Role In Meeting The Need indication of how institution is uniquely positioned to meet the need through the proposed project						
Readability Of The Copy						
Exciting, memorable title						
Compelling section headings						
Theme (title) is woven through material						
Reads easily						
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	Poor	Fair	Good	Very Good	Excellent	Points
	-2	4	6	8	10	
Brief declarative sentences—mostly present and future tense						
Short paragraphs						
Strong, inviting opening statement						
Powerful close, a call for action, theme restated						
Emotional and dramatic copy						
8. A Clear Sense Of Urgency the project must move forward—it is one minute 'til midnight, and time will not wait						
9. Anecdotal Material numbers and statistics have a place but dramatic stories provide sizzle and make copy come alive						
10. Emphasis On Those Who Receive Service focus is on the need and those served not on the institution						
11. Focus On Reader copy is reader-oriented how the reader has a stake in the issue and can help solve the problem						
12. Reader Is Asked to Share In The Vision invitation is extended to become a partner in the program						
	Total (This Page) Total (Page 1) TOTAL POINTS				s Page)	
					e 1)	

Scoring for the CasEvaluator [©]					
165 - 200	You have an excellent Case Statement compelling and urgent clearly defined. You've made your case! Some fine tuning will make it perfect.				
140 - 164	You're well on your way. There is still some work required to make it precisely the case you need but you don't have much more yet to do.				
120 - 139	It's good—but not good enough. You'll need to review all of the items where you scored poorly and make necessary additions and revisions.				
90 - 119	A fair Case Statement won't make the sale you have major work to do to bring this up to high standards.				
89 & Below	Unacceptable at times, it's easier to start over than to attempt a major overhaul. Don't be discouraged but your draft can't be used in its present form you have work to do.				