

# The *CasE*valuator<sup>©</sup>

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<sup>©</sup> 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)*.

	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Very Good</i>	<i>Excellent</i>	<i>Points</i>
	-2	4	6	8	10	
<b>1. Mission Is Stated or Interpreted for Easy Understanding</b>						
<b>2. Brief History</b> <i>explanation of why institution was founded and societal environment that existed at the time that impelled its creation</i>						
<b>3. How Institution Provides Its Services</b> <i>indication of constituencies served and statistics, and explanation of activities, programs, and leadership</i>						
<b>4. Institution's Vision For The Future</b> <i>clearly and dramatically stated</i>						
<b>5. Explanation Of The Proposed Project</b> <i>description and rational of the items to be covered in the program . . . and the cost</i>						
<b>6. Institution's Singular Role In Meeting The Need</b> <i>indication of how institution is uniquely positioned to meet the need through the proposed project</i>						
<b>7. Readability Of The Copy</b>						
Exciting, memorable title						
Compelling section headings						
Theme (title) is woven through material						
Reads easily						
<b>Total (Page 1)</b>						

