

YOUR CASE FOR SUPPORT

LIST OF RESEARCH COMPONENTS

Information is the raw material of the case statement, and the more the better—in the research phase. Below is a list of information pieces about the organization to be gathered, studied and digested by the writer prior to beginning to write.

- Mission Statement
- History of the organization (interviews can help with this item)
- Budget
- Annual Reports for past two years
- Most recent financial report, including comparison with preceding year to note economic environment's effects
- Personal interviews with clients/beneficiaries, volunteers, Board leadership, staff
- List of programs and services
- Goals and Objectives
- Strategic Plan
- Direct Marketing mail pieces
- Staffing list and diagram
- Media releases for past two years
- List of Board of Directors and positions
- Minutes of Board meetings for past two years
- List of foundation grants in recent years
- Fundraising plan and results for past two years
- PR and Marketing plans
- Market research and projections
- Surveys of constituencies
- Membership program plan and statistics
- List of major individual and institutional donors relevant to your organization
- Testimonials from recognized sources
- Photographs