Identify Organization and Mission

Mission/Values statement

- Assert the dominant value you believe in
- Describe conditions preventing fulfillment of value
- Describe what needs to be done
- Affirm that you challenge those conditions and will do what is needed

Goals

- "What you aim to do"
- Ambitious, not easily measured
- Goal statements guide the organization toward fulfilling its mission

Objectives

- More precise
- SMART (Specific, Measurable, Achievable, Results-oriented, Time-specific)





Background and History

- Date of founding
- Founders and important figures
- Organizational milestones
- Growth over time
- Changes in need
- Evolution of services
- Demonstrate a long history of success



The Cause/Need/Problem

- The root cause of the issue you're addressing on a macro level
- The reality the issue in your community
- Use quantifiable facts

- Also use real client stories
- Demonstrate urgency
- Don't present a desperate situation
- Set yourself up as the solution

HUNGER IS COMMON AND WIDESPREAD IN COLORADO. 1 in 10 1 in 10 Coloradans (10.35%) struggle Colorado seniors (10.17%) Colorado kids (16%) may not with hunger, not always having always know when or where struggle with having enough money to buy food. they will get their next meal. enough food.

Programs and Services

- Explain your role in the scheme of a bigger solution
- List each of your programs and services
- Explain each in detail
- Balance what they are with how they are accomplished
- Demonstrate unique, successful approaches



Results and Outcomes

- Can be separate or incorporated into individual program descriptions
- Demonstrate credibility and effectiveness
- Measure in easy to understand terms
 - Meals
 - Pounds
 - People and families served
- Illustrate impact with client stories and auotes



*Meals include water, snacks, easy -to-prepare food, and produce.

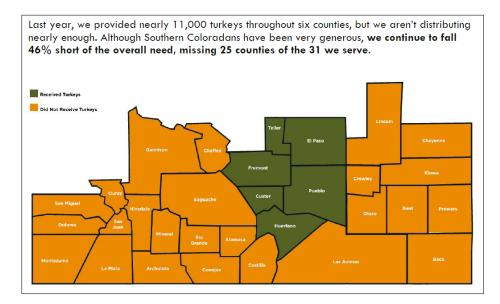
AFFECTED BY THE FIRES AND HAIL STORMS.

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The Situation Today

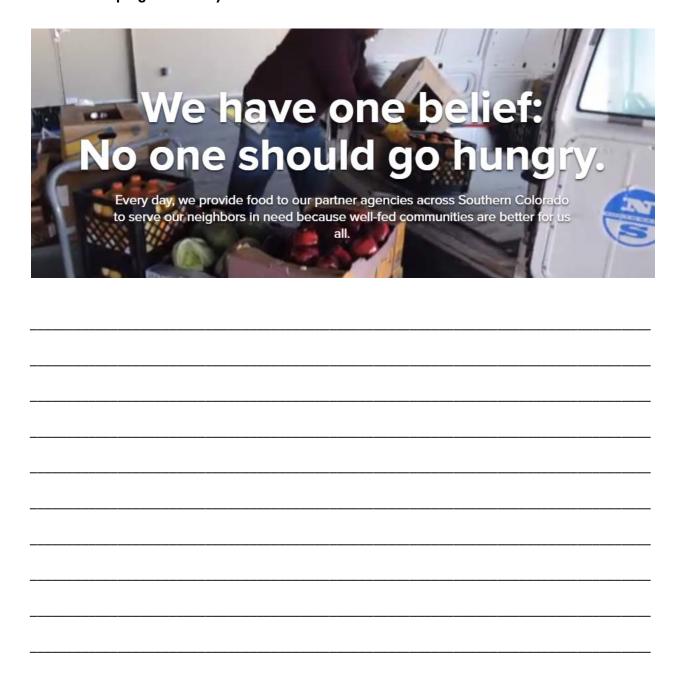
- What is the current situation
- Outline new or increased need
- Unaddressed need?

- Create a sense of urgency, immediacy, and relevance
- Describe current and future plans to address the situation



Vision for the Future

- How are you going to transform your community?
- Summarize your Strategic Plan
- What progress have you made?



Financial Realities

- What are the costs of operating each program?
- What are the costs of meeting unmet need?
- Are there any capital or program investment needs?
- Talk about organizational efficiency
- Include charity watchdog ratings



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Inspirational Closing/Call to Action

- Remember that you are telling a story, this is the conclusion
- The point of the written case is to inspire informed action!
- There are many actions you want to encourage:
 - Give
 - Volunteer
 - Advocate
- In your "long case" outline each action that your food bank encourages
- Each "expression" of the case will include a specific call to action





Your financial gift allows us to be nimble and responsive to the needs of the community when disaster strikes. Whether it's food for families displaced by the fire or water and snacks for first responders, your investment in the disaster fund will help nourish Southern Colorado in times of crisis.

Give securely online at careandshare.org/disaster