

Making the Case: *Building a core case statement in four steps*

A core case statement contains four key elements. Walk through drafting a sentence in each of the four sections below. Then, put those sentences together for a rough draft of a core case statement.

1. CAUSE

Why do you exist? **What** must be accomplished? When making your case, you can state the problem that exists and why it exists. This is the kingdom/community problem you are trying to solve. For example, you can make a statement like:

Every day kids are doing poorly in school because they didn't eat breakfast.

Let's try it:

Every day _____ because _____.

2. ORGANIZATION

Who are you, **what** do you do and **where**? When making your case, you should say who you are, what you do and where you do it. For example, you can make a statement like:

Whatcom Gospel Mission is really a group of champions who serve the homeless men, women and children in Jackson County by providing for immediate needs and working to find long term solutions that help these people rejoin our community as healthy and contributing members.

Let's try it:

_____ is really a group of champions who serve _____ in _____ by _____.

3. IMPACT

What impact are you having? **How** can you prove it works? Your case should demonstrate the progress you are making in the cause. For example, you can make a statement like:

Since getting started in 1998, more than 75 percent of the men who have gone through our program are employed, living on their own and plugged into a church community.

Let's try it:

Since getting started in _____ (year), _____ (meaningful measure or outcome).

4. INVITATION

Why and **how** should others get involved? Your case should also include an invitation to DO something. For example, you can make a statement like this:

We believe God calls us all to care for the "widows and orphans in their distress" and that these children are the widows and orphans of our community. You can join this work by volunteering to pack and serve meals, and by making donations of cash or food.

Let's try it:

We believe God calls us all to _____ and you can join this work by _____ and by _____.