**Suggested Outline for a Case Statement   
UW Medicine Advancement**

**Use a case to:**

* Inspire prospective donors to make or consider making a philanthropic investment in a program, center or project.
* Sort your prospects into two categories: “yes, maybe” or “not interested”

**Before you write, some guidelines:**

* KEEP IT SIMPLE: Prioritize your one or two core ideas. Be an information snob and only include the best, most powerful information. If you must, put the details in an annex.
* AVOID JARGON: Does it sound like a regular person talking? Can an intelligent layperson (no science background) quickly understand the text without a lot of effort? Target writing for a 9th grade reading level or lower (or reading ease: 55 or higher).
* PRIORITIZE CONNECTION: Find ways to validate your donors’ thoughts and feelings about themselves and the issue. Avoid including a lot of statistics and data, which create emotional distance.
* BE DONOR CENTRIC: Write for your donors, not for internal audiences. Emphasize how donors can help solve a larger problem. Start with the donor need for meaningful impact and work backward.

**THE BIG BOLD VISION (i.e., “The end of – insert disease -”)**

* Define the enemy (disease, health inequities, etc.).
* Convey the impact of the issue on real people (instead of stats, think emotional stories).
  + Consider adding a call-out sidebar with a story that can be told in a couple sentences or a quote. It could be a patient who has benefited or who could potentially benefit. It’s even better if your story isn’t resolved – there is room for the donor to provide resolution with their gift. [Browse online](https://www.acceleratemed.org/stories/) for story, anecdote and quote ideas.
* How does this vision correct and/or try to better understand healthcare disparities?
* Set the big, bold vision (i.e., end of a disease) and ask for a commitment right away – invite the donor to help us achieve that vision.

**UW MEDICINE / WHY US?**

What are we doing that’s so uniquely wonderful ?

What are we doing to correct and/or better understand healthcare disparities?  
(Need help? Pretend the project, program, idea disappeared tonight. What will the world lose?)

**THE URGENCY / WHY NOW?**

What’s the big hurry? What changed? Why is this URGENT?

**AN URGENT PHILANTHROPIC OPPORTUNITY / WHY YOU?**

* Explain the opportunity:
  + Give the donor a big job to do: We’re at point A, we need them to get to Point B (our big, bold vision)
  + Give them a purpose: What is at stake for people in our community if they don’t give?
* Frame specific giving opportunities within the context of the big, bold vision (how will each investment get us closer to Point B)

**JOIN US IN THIS BIG BOLD VISION (i.e., “Help us end cancer”)**

* Call to action: How they are needed to reach our big bold vision.
* Include contact person, email and phone.
* Thank them for their consideration of the opportunity and for being an amazing human (i.e., for their “resolve,” “leadership,” “commitment to improving lives,” etc.)

**FACULTY MEMBER (OPTIONAL)**

* List the person’s name, degrees, titles, and a little about their relevant-to-the-case interests.
* Put in a head shot.

**ANNEX (OPTIONAL)**

* Detailed scientific information, statistics, or any other details that are important to your faculty to convey can go here.