

Checklist for Case Statement Evaluation

- Does it elicit emotional as well as rational “reasons” to give?
- Does it tell your potential donors how their gift will make a difference?
- Does it evoke a sense of the history and long-term importance of your organization and its work?
- Does it offer proof that your plan will work?
- Are the benefits to the donor clearly stated?
- If you include graphs or charts, are they striking?
- Is it concise?
- Is it reader oriented rather than organization oriented?
- Does it emphasize “opportunity” for the donor rather than “need” of the organization?
- Is the information presented in a logical order?
- Is it readable with short sentences and paragraphs?
- Is the typeface appropriate to your organization’s appeal?
- Is there enough blank space to make it easy to read?
- Is the type large enough for reading by older prospects?
- Is the cover “striking?”
- Is the paper stock attractive without looking expensive?
- If you use photographs, are they effective and cropped to maximize their impact? (Photos should not include more than 2-3 people. Large group shots lose dramatic impact)

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