# *M2D Basic Outline for a Case Statement*

A case statement draws people into the mission of the NWC, showing them how they can become involved in an exciting work of God. A compelling case statement can be used in raising funds from individuals or other grant makers and is the basis for internal giving, as well. One can go back to the case statement over and over again, modifying the content to fit a wide variety of prospective donors.

**Identity**

Who is the NWC?

**Mission**

What is the NWC mission?

**Focus**

On what community/population segment is the NWC focusing?

**Problem**

What is the problem/situation in the community/population segment of focus (story format)?

**Solution**

What is the solution?

**Cost**

What is the cost?

**Involvement Opportunity**

How can one get involved with the NWC?