



## DEVELOPING A STRONG CASE – A CASE STUDY

### BOOKS/ARTICLES/BLOG POSTS/TALKS

1. *“How Great Leaders Inspire Action”*: TED Talk by Simon Sinek  
[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action?language=en#t-1045357](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en#t-1045357)
2. *Growing Your Donors – Sample Case Statements*  
<https://thenonprofitacademy.com/wp-content/uploads/2014/01/kbullock-sample-case-statements-ebook.pdf>
3. *How to Write a Great Case Statement for 21<sup>st</sup> Century Donors*, by Joanne Fritz  
<https://www.thebalancesmb.com/how-to-write-a-great-case-statement-for-today-s-donors-2502100>
4. *Writing a Compelling Case for Support: Four Steps for Getting Started*, by Claire Bens  
<https://ccsfundraising.com/writing-a-compelling-case-for-support-four-steps-for-getting-started/>

### SAMPLES

5. Habitat for Humanity – Case for Support  
<https://www.habitat.org/multimedia/case-for-support/>
6. Girl Scouts of Eastern Pennsylvania – Case for Support  
<https://www.gsep.org/content/dam/girlscouts-gsep/documents/Case-Statement.pdf>