



StEPs-UT Management Building a Fundraising Plan

HANDS-ON ACTIVITY #1 = 15 minutes Building a Case Statement

Instructions:

1. Select a partner to work with.
2. Answer the following questions to start developing a case statement for your museum.

1. What is the need?

2. How can you tell this is a pressing need?

3. How is your organization uniquely qualified to tackle this need?

4. What will be the benefits of your action?

5. What are the negative consequences if you fail?
