

CDS CAMPAIGN BROCHURE OR VIDEO CHECKLIST



The custom brochure should have approximately 5-8 pages of double-sided text. A good graphic designer can make your content “come alive” in your presentation packet or video.

The content of your case for support brochure or video should include:

THE ESSENTIAL ELEMENTS OF YOUR CASE STATEMENT

- Organizational background
- The Situation Today
- The Need
- The Response
- Program Financing
- Fundraising Campaign – Develop a name and theme

TESTIMONIALS

- Prominent individuals:
 - Social
 - Political
 - Professional

PHOTOS

- Depicting your organization's good works
- Charts or graphs of key demographics, financials (where appropriate)

DRAWINGS OR RENDERINGS

- Especially in the case of any brick and mortar project

COMMEMORATIVE GIVING OPPORTUNITIES

- One-page listing giving opportunities based on a location, service, program, etc.
- One-page depicting a map of the location or describing the service or program, etc.