

Case Statement Instructional Guide



What's a case statement?

A case statement explains your college, school, or unit's case for support. It describes impact, the effects of that impact, and the vast and varied ways supporting your unit will benefit Georgia Tech, the state, and beyond. Case statements should be clear and to the point, but still have storytelling aspects that ground and humanize your objective. It should lay out how, through both a micro and macro lens, support of your unit is going to make a difference.

BOLD HEADLINE

The bold headline should be exactly what the name suggests: bold. A headline needs to be both eye-catching and succinct while being clear about the case for support. Ideally, your headline will not exceed six words.

OPTIONAL SUBHEADER

A subheader isn't always necessary, but it can be helpful if you feel the headline needs more context. The subheader should also be quite short, typically one sentence at maximum.

INTRODUCTION PARAGRAPH — SETTING UP THE STORY

The introduction paragraph sets the scene. Here, you'll describe what your unit is trying to solve/accomplish, how philanthropy will provide the resources necessary to achieve your unit's goals, and the benefits of supporting your unit.

Remember, this is just an introduction. It's important to stay broad and high-level in this paragraph. You'll go into greater detail in the coming body paragraphs, but for now you're building the foundation of the case for support.

CONCLUSION PARAGRAPH — TYING IT TOGETHER

The conclusion paragraph ties your story together. It connects the specific example you told with your unit's goal and mission. You'll want to ensure that the case you're making for your unit is galvanized here while including a strong call to action that motivates and inspires readers to give.

BODY PARAGRAPHS — WHAT IT'S ALL ABOUT

Body paragraphs dive into more specific details and information. (Reference our in-house, modified AP [style guide](#) as you write your content.) Here is where you'll get more granular, providing greater detail about who and what benefits from your unit's success. You'll want to showcase your unit's effects on both a micro and macro level — from individuals to the world at large.

The body paragraphs are where you'll want to pull in specific stories and moments. For example, you could describe an individual student who has benefited from a program that philanthropy will ultimately bolster. You also can show how gifts to your unit will fund life-changing research by showcasing a particular lab or the researchers who will receive funding.

While it's important to showcase these examples, it's equally important to avoid being too long-winded. Stories are great, but you don't want to lose the reader's attention by getting too bogged down in the details.

As you are building your case for support, consider how your unit's goals and objectives are aligned with the four themes of the Transforming Tomorrow comprehensive campaign: transforming lives, transforming ideas, transforming learning, and transforming our community and our world (find talking points about the campaign and themes at brand.gatech.edu). Connect to these themes in your narrative.

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Miscellaneous

BULLETS

The addition of bulleted lists can quickly and effectively convey information about your campaign. For example, you could use a bulleted list to:

- Detail the different programs that will benefit from philanthropic support.
- Metrics of success for your unit.

PULL-QUOTES

These are a great way to visually add emphasis to a case statement. Consider including a meaningful quote from a dean, school chair, student, or graduate. By making their words stand out, you will create space for the quote to have more impact.

IMAGERY

All images should complement and relate to the narrative.

Any images should be compelling and support the emotion behind the content.

All images should have a clear focal point.

Be careful if cropping the focal part of the image.

Georgia Tech has produced an abundance of compelling photography. Please only use images from Georgia Tech's [approved image library](#).

HOW TO GIVE

You should include how donors can support your unit/program by giving to endowment or current operations.

CONTACT INFORMATION

Include your unit's web address or a QR code to your webpage with the contact information of your development officer(s) or giving page.

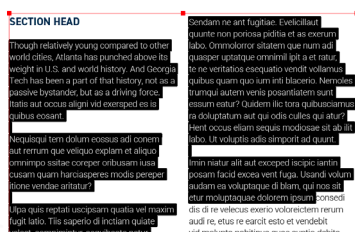
How to Use Case Statement

See below for a step-by-step guide on how to replace text and images on InDesign in the case statement template.

EDITING TEXT

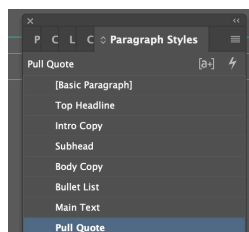
1. REPLACING TEXT

To access the text, click on the text box and double-click to highlight the text that needs to be replaced. DO NOT change the width of the text boxes, as they are set up in fixed columns.



2. FORMATTING TEXT

If some of the text is not correctly formatted, refer to Paragraph Styles (Type > Paragraph Styles), which is an index of the various text styles applied throughout the document. Highlight the text that needs to be formatted and click on the style from the Paragraph Styles Menu.



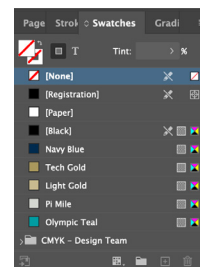
3. PULL QUOTES

Limit quote to 250 characters. Keep the quote inside of the current text box and allow for space around the margins. Indent the text to keep it all aligned.



4. CHANGING COLORS

If the color needs to be changed, use the Swatches palette (Window > Color > Swatches).



ALIGNMENT

1. VIEW DOCUMENT GRID/GUIDES

To hide or view margins and columns, Press “W”. The vertical double purple lines show a 6-column structure and the small spaces between the double lines are the gutter to allow for breathing room between text. Always align text and dividers to the purple lines and stay within the column structure.



2. MARGINS

Text cannot be placed beyond the outer purple margins — only the header/footer and design elements can go beyond these margins. The red borders outside of the document are called the bleed, which is the area extending past the edge of the page, past the trim edge. Only images, design elements, and headers/footers can go beyond the page borders.



How to Use Case Statement

See below for a step-by-step guide on how to replace text and images on InDesign in the case statement template.

EDITING IMAGES

1. REPLACING IMAGES

To select an image, double-click the image OR hover over the image and click on the center circle icon. A light green outline will appear to show the image boundaries. Press [Command + D for Mac or Ctrl + D for Windows] or [File > Place] and choose an image from your library. Select "Open" to place the selected image.



2. REPLACING LOGOS

All logos set on headers or footers must be in an all-white color format. To select the logo, double-click on the logo OR hover over the logo and click on the center circle icon. A green outline will appear to show the logo boundaries. Press [Command + D for Mac or Ctrl + D for Windows] or [File > Place] and choose an image from your library. Select "Open" to place the selected logo.



3. CHANGING IMAGE POSITION

Select the image by double-clicking the image OR hovering over the image and clicking on the center circle icon once the light green outline appears. Click on the center circle icon and move around the image. A hand icon will appear as you move the image around. Fill the entire shape with the image so there are no empty spaces.



4. CHANGING IMAGE SIZE

Select the image WITHIN the parallelogram or square shape and increase or decrease the size by clicking one of the little box icons on the corners of the light green outline (the image boundary). Hold "Shift" while changing the image size to ensure its proportions stay the same.



5. IMAGE CONTEXT AND PLACEMENT

Choose appropriate imagery that relates to the text around it. Do not cut heads off or crop the focal part of the image.