



# Case Statement for Volunteer Engagement

Case statements communicate the rationale, need, focus, and vision for what will be different as a result of embracing strategic volunteer engagement.

## BACKGROUND

History and why now is the time to embrace strategic volunteer engagement

## CONNECTION

To mission and vision

## STAKEHOLDERS

Who is involved in, supporting, and/or benefitting from the initiative

## **EXAMPLES**

Of existing exemplary ways volunteers  
already drive impact for the organization

## **YOUR CASE STATEMENT**

Speaking points

## **YOUR CASE STATEMENT**

Elevator speech