



# Winning Case Statements: Providing Focus During Economically Challenging Times

**PRESENTED BY:**

**CONNECT: Partnership for Nonprofit Solutions**

## Workshop Description:

As donor and funder pocketbooks tighten, your communications requesting support become even more important and significant to your efforts. This workshop will help you craft a case statement that will articulate your organization's needs in a compelling, solution-oriented manner. Use elements of the case statement in grant proposals, marketing materials, donor solicitations and other communications to develop passion and support for your efforts. **If you already have a case statement, submit it ahead of time for critique and review.**

Join us to learn more about this process, including the following objectives:

- Understand the purpose and benefits of a case statement
- Learn the necessary elements for success
- Develop your own mini-case statement through class exercises

**Presenter:** Vivian Linderman, MPA  
*Blue Lotus Consulting & Training*

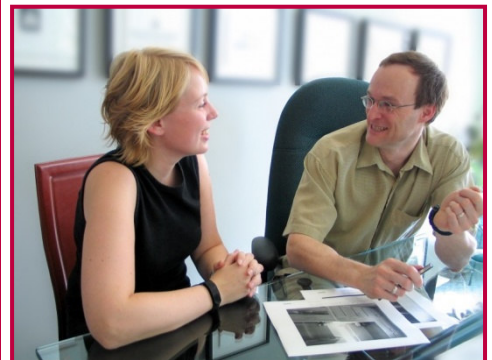
**Date:** Thursday, February 19, 2009

**Time:** 9:00 am – 12:00 pm

Registration to begin at 8:45; workshop will begin promptly at 9:00

**Fee:** \$65 per person\*

**\*The fee is waived for current grantees of the Children and Families Commission of Orange County.**



**Location:**

Orangewood Children's Foundation  
1575 East 17th Street  
Santa Ana, CA 92705

For any workshop questions, please contact:  
Laura Arevalo, TA Program Assistant  
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**Register online at**  
**[www.connectoc.net/training.htm](http://www.connectoc.net/training.htm)**

**Registration Deadline: February 12, 2009**

This workshop is made possible through a grant from the Children and Families Commission of Orange County.





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### **Presenter Bio: Vivian Linderman, MPA Blue Lotus Consulting & Training**

Vivian M. Linderman is Principal of Blue Lotus Consulting & Training, a consulting agency specializing in building organizational capacity for nonprofit corporations. Vivian will bring strategic thinking to any agency seeking innovation, growth or transformation. Through her expertise agencies are able to develop and grow diverse revenue streams, strengthen organizational structures and investigate opportunities for organizational mergers and partnerships.

In addition to strong creative tendencies, a master's in public administration and more than 30 years in the nonprofit field, Vivian has honed her consulting skills through training in Appreciative Inquiry and the Peter F. Drucker Self-Assessment Tool for nonprofits as strategic planning tools, Strategic Solutions/LaPiana approach to facilitating and implementing organizational alliances and the Raising More Money model of building a sustainable funding base.

Vivian has successfully worked with nonprofits throughout California ranging from \$5,000 budgets to more than \$16 million. A creative innovator in both fundraising and organizational development and a well-regarded facilitator and popular trainer, Vivian is a featured speaker at many professional conferences. She is registered as a fundraising counsel with the State of California. More information on Vivian can be found at [www.bluelotus-consulting.com](http://www.bluelotus-consulting.com).

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