



FRANKENMUTH CASE

These are the opening paragraphs of a Case Statement for the Frankenmuth Youth Sports Association. It is for their \$6 million campaign.

“This is about winning a very important game.

“But it’s only peripherally about a game. It is a story of joining together to make an already wonderful community even better.

“There are very few moments in one era when the stars are all aligned at exactly the right time to take a flyer on faith for future generations.

“Perhaps you told your own parents, “There’s nothing for us to do here.” Maybe you’ve heard that same complaint from your own kids or grandkids.

“The project we will tell you about in this short document presents one of those rare opportunities that illustrates an ideal outcome—*a win-win situation*— where everyone is a winner.”