



The CaseMade

Reimagine How Justice Wins



How You Build Support Matters

You are doing powerful work every day to build the broad coalitions that you need to move your community toward equity, justice – and hope. Strategic CaseMaking can help you.

Our Journey Together

Over a 6-8 month period, we'll conduct research into how your community members think about your issue and build a strategy, using the 10 Strategic CaseMaking principles, designed to help you build broad support for your systems-change solution.

Step One: Creating a Shared Understanding of the Journey

- Project kick-off meeting
- Assessment of your existing materials
- Introduction to CaseMaking training

Step Two: Listening Deeply to Your Community

- 2 listening sessions with your stakeholders
- 6 professionally recruited community voice sessions with a representative sample of your community

Step Three: Training Your Team

- Written playbook of findings and recommendations
- Presentation of findings
- Implementation training(s) with your team

What You Can Expect

At the end of our time together, you'll have a playbook with recommendations and sample language that you can adapt to a range of leadership opportunities and communication needs.

Your Investment: Starting at \$85,000

Our Approach

Strategic CaseMaking™ is a set of skills and strategies that leaders can use to persuade stakeholders and the public to throw their support behind deeply transformational systems change. It helps you build momentum for specific solutions by identifying and navigating around old ways of thinking that are roadblocks to action.

A Playbook Might Be Right for You if:

- You have a clearly articulated goal that is grounded in equity
- Your theory of change includes a concrete plan that you are making the case for
- You want your strategy to be built on real-time research about how your community thinks about your issue



@TheCaseMade



facebook.com/TheCaseMade



linkedin.com/company/thecasmade

LEARN MORE ABOUT US AT
www.thecasmade.com

