



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 4-6 month period, we'll co-create a case statement with your team, using the 10 Strategic CaseMaking principles, that is designed to help you build broad support for your specific 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: Co-Creating Your Case Statement

- 3-4 co-creation sessions with your team
- Iterative review of the draft between sessions
- Two rounds of final edits with leadership

Step Three: Training Your Team

- Coaching session on implementation
- Project close-out meeting

What You Can Expect

At the end of our time together, you'll have a full set of slides and language that you can adapt to a range of communication needs, including talking points, written materials and creative assets.

Your Investment: \$35,000

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 Case Statement Might Be Right for You if:

- You have a clearly articulated goal that is grounded in equity
- Your theory of change includes concrete strategies and outcomes that you are making the case for
- Your team can devote 10 hours to intensive co-creation over 2-3 months



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