



Building Momentum for a Whole, Healed, Healthy, Just, Joyful, Abundant Future

Others may be on the long road to justice, but you are in it to win it. To build once and for all a community and country where everyone can thrive. That means developing a new set of skills to build energy, nurture coalitions, persuade diverse partners to join you, and act strategically together over the long haul.

Don't miss the moment. Start learning today! → TalktoUs@thecasemade.com

The Opportunity	Why You Need It	What You Get
 Energize and Inspire Your Community	Before action is possible, you must reignite people's belief that we can change the world for the better	A keynote or session that inspires and energizes your people
 Set Up Your Building Blocks for Mobilizing People to Action	Generating lasting support means developing new skills for mobilizing discouraged people to action	Five standalone facilitated discussions with recommendations for next steps
 Learn & Practice the Principles of Strategic CaseMaking	Building public will means learning the right way to persuade	Six facilitated learning sessions with opportunities to brainstorm and practice all 10 principles of Strategic CaseMaking
 Move People Thoughtfully Down the Runway to Racial Justice	Achieving justice means moving people through thoughtful conversations about race	Six facilitated learning sessions with opportunities to design your own action plan
 Design a Compelling Case for Action	Getting concrete community wins means developing a powerful case for support with a clear call-to-action	Six lab sessions, 10 additional office hours, and a co-designed case guide
 Make a Powerful Case for Ongoing Support	Making a strong case takes coaching and practice	40 hours of coaching to use as you choose: additional training, strategic advice, materials review, etc.