



The CaseMade

Reimagine How Justice Wins



WHERE ARE YOU ON YOUR CASEMAKING JOURNEY?

Strategic CaseMaking™ is about making the impossible possible – about giving you the tools and confidence to achieve the more just and sustainable world we are all seeking. Like any new skillset, it takes time and practice to get it right. These questions will help you assess the progress you've made and the road still ahead.



ASK YOURSELF

- Have we tapped into the aspirations of our community members and used them to paint a picture of the future we are working toward together?
- Do we convey our values in ways that will resonate with the broadest possible coalition?
- Have we created a sense of urgency around why we must act right now AND what we will all lose if we don't?
- Do we understand and avoid the traps, like fear, fatalism, and zero sum thinking, that halt progress in our community?
- Are we focused on solutions rather than problems, especially with our data?
- Do we describe solutions in ways that make them seem manageable, achievable and beneficial to everyone in our community?
- Do we lift up the need to fix antiquated and inequitable systems rather than villainizing or othering individuals or groups of people?
- Do we use metaphors to help illustrate how our systems work and why they need fixing?
- Do we show an array of potential allies in the stories, pictures, and data we use to describe our work? Do we portray them as heroes?
- Do we make strong calls to collective responsibility over and collective investment in the future we are building together? Do we lift up the need to share power to achieve our goals?
- Do we portray ourselves as credible leaders with a strong track record of success?
- Have we explained what success looks like and how we will measure and report on it?