



Service Organizations

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The “doers” of our partner base. Service organizations have the people resources to go into communities and run events, campaigns, and become passionate ambassadors of CASA at all levels.

	Unsure of Fit	Investigation	Initial Commitment	Developing Partnership	Sustained Commitment
Service Organization Mindset	We bring “people-power” and resources to help preserve and strengthen the fabric of our communities. While we care deeply about children, it’s hard to understand how CASA fits our model.	We certainly stand by what CASA stands for, but what can we do to participate? How can our organization—every member in every chapter—be helpful to CASA? We’re not all in a position to be a direct advocate.	Our local chapters are ready to participate. Help me craft a program that everyone can get on board with, and give me the tools to make this appealing to our local chapters.	Our work with our CASA is proving to be very consistent with our overall mission of building our community. We want to be sure that our members understand the impact they can / are making and the rest of the community see what we do.	We are committed to being a CASA Membership partner. We will continually seek opportunities to engage/ mobilize our membership in support of CASA, and make sure they understand how meaningful this is- the real impact on children’s lives. We will also promote CASA among our base of business and partner organizations and seek opportunities to engage their support. We see ourselves as part of all those working on behalf of the CASA mission.
The CASA Message	In a typical year more than 700,000 children go through the court system because their family is in crisis. But the system is ill equipped to assure a child’s basic needs and rights are protected. This robs children of the life they deserve, and has a profound impact on our society’s future. If we help one child, we set a positive course for generations.	Our work is entirely based in local communities and, like you, fueled by volunteers—but we can only serve 35% of the children in the child welfare system today. We can’t break this cycle until every child in need has access to a CASA volunteer. That requires mobilizing people to create public will (and policy) on behalf of the plight of these children.	We will choreograph a program that proves how aligned our missions are, by proving how important these kids are to our society. It can include: <ul style="list-style-type: none"> • Financial support of local or state CAS/GAL programs; • Sponsorship/volunteer at events done in a day ops; • A co-branded public awareness campaign; • Targeted funding to achieve a specific growth objective; • Speaking resources for your membership base, community events and civic engagement opportunities. 	We will engage in a well-choreographed PR and stewardship program that reminds your members of the impact they are making to the community at large and just how critical this partnership is in protecting the rights and safety of these kids and building a better future for them.	Our partnership has evolved into a true strategic alliance, and we won’t make consequential decisions about our program without first soliciting your wisdom and advice.
Desired Service Organization Action	Contact national or local CASA representative to learn more about the program, and CASA’s mission.	Openness to a formal discussion around a meaningful way to collaborate.	<ul style="list-style-type: none"> • Establish a formal initiative. • Engage the service organization membership in CASA. 	<ul style="list-style-type: none"> • Co-branded communications efforts to promote the partnership. • Willingness to entertain a larger (or more dimensional) level of commitment. • Stewardship/ Report on impact. 	<ul style="list-style-type: none"> • Continued support on a mission-critical level. • Critical look and how to constantly evolve the relationship. • Ongoing constituent, alumni and community education. • Evolution to national platform.
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Regional & Local Businesses

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Companies whose values align with CASA – both philosophically and through their business practices. They support not just specific programs financially, but the entire CASA mission. We mobilize the staff of these select businesses to become part of the CASA community, through training, giving opportunities, advocacy and general awareness (e.g. intranet articles, brown bags). Local corporate partners can be the conduits to potential regional or national support, and vice versa.

	Unaware	Greater Understanding	Active Interest	Initial Commitment	Repeat Collaborations
Corporate Support and Mission Partners Mindset	We care about kids, and want to be seen as “contributors,” and we understand why CASA —like every other nonprofit would want to partner with us. The bigger question is why we would want to partner with CASA. Your focus seems pretty small, and your work is a bit “esoteric” for the typical consumer or employee to get excited about.	I understand CASA’s mission, and I am starting to see the values behind the mission, but I’m not sure how a strategic alliance will positively impact my brand or my company.	There are some real issues we have to look into before we are willing to commit to anything: <ul style="list-style-type: none"> • What is the “big idea” that links our brands and missions? • What level of people, logistical and financial resources will that require? • To what extent do we want our staff engaged? • To what extent do we want our customer engaged? • How much promotion are you and we willing to put behind this, and in what forums? 	We are excited about this opportunity, but we’re also nervous about it. We’ve definitely linked our reputation and image to yours, and will want constant reassurance that this was a smart decision.	This is a valuable partnership in terms of the quality of our collaboration, the affinity of our staff and customers, our mutual reputation, and most importantly results in the lives of these children. We’re always eager to look for more ways to deepen the partnership.
The CASA Message	In a typical year more than [X,XXX] children go through the court system in our region because their family is in crisis. But the system is ill equipped to assure a child’s basic needs and rights are protected. This robs children of the life they deserve, and has a profound impact on our society’s future and prosperity in local communities. If we help one child, we set a positive course for generations.	Like you, CASA is truly unique in the world. Like you, the CASA story is one of finding an innovative solution to a problem. Like you, the CASA story is powered by incredibly devoted people. Like you, CASA cares about societal obligations and investing in the future. Society has a fundamental obligation to ensure every child has a compassionate adult who will fight to assure that child’s safe passage towards adulthood. There’s nothing more important you could affiliate your brand with.	We are willing to craft an initiative that highlights those areas where our brands are “linked” in one of these areas: <ul style="list-style-type: none"> • training enough volunteers to meet the need; • creating ways where your employees can contribute to rights of children in our shared communities while continuing to increase shareholder value; • expanding our volunteer base to reflect the diverse and cultural makeup of children in the system. This also meets one of your strategic business values; • creating a critical mass of financial support to put child advocacy where it rightfully belongs in our social conscience. 	This can only be positive, because we are bringing dignity, hope and importance to you and the children we serve together. We are willing to craft a collaboration that assures we are always aware—anecdotally and factually—of the progress being made, and what that means to our collective reputations and success.	Our partnership has evolved into a true strategic alliance, and we won’t make consequential decisions about our program without first soliciting your wisdom and advice.
Desired Business Action	<ul style="list-style-type: none"> • Peruse CASA website. • Explore partnership kit. • Read the stories of those who have benefited from a CASA volunteer. 	<ul style="list-style-type: none"> • Brown bag presentations. • Openness to a formal discussion around a meaningful way to collaborate. 	<ul style="list-style-type: none"> • Engage with CASA staff to develop inaugural program/campaign. • Article in business intranet/communications. 	<ul style="list-style-type: none"> • Establish a comfortable way to stay engaged on progress. • Continuous communication from both CASA and Company (anecdotal and factual) about success. • Open discussion about deeper engagement. 	<ul style="list-style-type: none"> • Continued support on a mission-critical level. • Critical look and how to constantly evolve the relationship into more customer, employee engagement. • Evolution to national platform.
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Policy Makers

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County, state and federal decision-makers who control policy and budget allocations. They are the key to getting and maintaining funding to our local programs.

	Unaware or Disinclined	Passive Interest	Active Interest	Commitment to the Cause	Personal Mission
Policy Maker Mindset	No understanding of child welfare system or issues for foster children. <i>or</i> We already invest tens of thousands of dollars in the child welfare system, which takes care of children in foster care.	OK, I am intrigued that the issue is worth some attention. CASA seems to be a nice program of nice people dedicated to doing good on behalf of these children. Why is CASA the program to invest in, and why with government funds?	Our (federal/state/local) budget is overextended. Sadly, we need to drastically reduce spending, even for impt social services and programs to assist families and children in need. I greatly admire the program, but why invest in CASA now, when we are necessarily slashing programs?	CASA volunteers do exemplary work in my district, and constituents are aware of and appreciate the work of CASA. I would be glad to be "affiliated" with your work/success.	I am committed to CASA, and am happy to link my reputation to your work
The CASA Message	Begin at the beginning, explaining reasons that children may be removed from families and placed in foster care, esp. the vulnerability of families in current economic times. What happens to children once they enter care—caseloads for social workers, attorneys, even judges limited time for hearings. How CASA volunteers keep the systems child-focused and how they make a difference for an individual child. Use a case example to compel and engage. When encounter a decidedly negative attitude, esp. with respect to govt funding for the program, seek to convert their negative opposition to at least a neutral position, that is, they will not actively oppose. Recognize that you will not garner positive support, at least not at this point, but neutral is better than negative.	Every child involved in the child welfare system needs a personal advocate to protect and fight for a child's fundamental right to be protected, to be safe, to learn, and to receive a stable education. CASA is a proven solution. A trained advocate who works directly with all the parties to make sure that the best interests of the child are always front-and-center. Research demonstrates numerous positive outcomes, including that a child who has a CASA volunteer has the best chance of thriving in a safe, permanent home, either reunified with their own families whose situation has stabilized, or in permanent kinship or adoptive homes.	<ul style="list-style-type: none"> • Today, important to talk about savings in taxpayer dollars, immediately, and long term. Adapt for state/local costs • The child welfare and court systems could not afford a comparable system of advocacy through non-volunteer approaches. Nationally, CASA volunteers save \$300 million each year if compensated for their service (cite state/local savings) • Direct costs for child welfare services total over \$33 billion annually. Indirect costs are an additional \$70 billion. Unless we effectively and responsibly respond to their needs in childhood, the long term effects are even more costly to society: teen pregnancy, delinquency, low educational attainment, unemployment, welfare dependency. • CASA advocacy reduces long-term placements, subsequent victimization, and reentry into the foster care system. If the mean length of stay in foster care (26.2 months) were shortened for children by just one month, it would realize a savings of approximately \$2.6 billion. 	<p>Reinforce with messages that resonate, and with research demonstrating positive outcomes. Our approach is proven and takes advantage of what you most believe in (connect with the legislator's "personal brand"):</p> <ul style="list-style-type: none"> • private/govt partnership • power of volunteers • human rights • importance of family • breaking cycle • investing in the future • community involvement • holding govt. systems accountable • personal responsibility • improved educational outcomes <p>We will communicate to you and the community so that you are aware—anecdotally and factually—of the progress being made.</p>	<p>Our work is a strategic alliance with the policy maker, and we will keep them informed about significant issues that impact the children, and consequential decisions that may impact the state or local program</p>
Desired Policy Maker Action	<ul style="list-style-type: none"> • Explore CASA's mission • Willingness to entertain a "low-key" discussion about possibilities. • This is the beginning point for their understanding, and you will continue to educate them. 	<ul style="list-style-type: none"> • Want more information re: CASA, and issues for children in the system. • Invites your feedback on policy issues under consideration, and in future, that impact our children. 	<ul style="list-style-type: none"> • Commit to working with CASA on issues of significance, and to support funding for the program. 	<ul style="list-style-type: none"> • Reliable source of support on policy issues and at budget time. • Willing to advocate and mention CASA by name. 	<ul style="list-style-type: none"> • Willing to use "bully pulpit" to bring public and legislative attention to CASA. • "Brand" affiliation with the cause and the methodology.
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Media

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Key individuals and outlets that have the capacity to help tell, and share, the CASA story. These partners have the power to amplify our voice on a local or regional level.

	Predisposed	Passive Interest	First Hit / Exposure	Commitment to the Story	Personal Commitment
Media Mindset	I am more-or-less aware that the "child-welfare system" is broken, but aside from the occasional obvious atrocity it's a tough story to tell. It requires the kind of explanation that's very hard to hold people's interest.	It's a worthwhile organization but there are thousands of organizations doing good work. What is it that differentiates CASA?	This seems worthy of our attention but what are we really trying to tell people? Is this a "feel good" story, or is there a "call-to-action?"	Your volunteers are an inspiration, and your story resonates with my audience. What makes this something we can keep going back to?	I am committed to providing whatever exposure I can for CASA. This is why I became a journalist.
The CASA Message	This is more than a human interest story; it's a story about the real toll of neglect and abuse on the lives of hundreds of thousands of children in the US each year – and the very real emotional, social and economic impact this brings. In a typical year more than [XXX,XXX] children go through the court system in our region because their family is in crisis. But the system is ill equipped to assure a child's basic needs and rights are protected. This robs children of the life they deserve, and has a profound impact on our society's future. More can and should be done to address this real challenge.	CASA is unique in many ways. By training adult volunteers across the country – and we currently have more than [XX,XXX] today – we are working one-on-one with abused and neglected kids, helping give them a voice, and a future. We are a locally-based organization making a national impact. Other features that make CASA unique include: <ul style="list-style-type: none"> • Strong private/govt partnership with federal and state and local governments • power of volunteers • importance of family • breaking cycle • creativity/ingenuity 	There are great stories to tell, not all of them with happy endings. But facts show that a child who has a CASA volunteer has the best chance of thriving in a safe, permanent home. The call to action is that the CASA approach works – but we only reach about 1/3 of the kids who need us. Since 1978 that's more than 6.5 million kids went through the system without a CASA advocate. [Support with local statistics]	We want you to follow our progress as we make sure every child in the system has a CASA volunteer working on their behalf. <ul style="list-style-type: none"> • creating a critical mass of financial support to put child advocacy where it rightfully belongs in our social conscience. • training enough volunteers to meet the need; • making sure every court system and every legislator understands the importance of CASA; • expanding our volunteer base to reflect the ethnic and cultural makeup of children in the system. 	We will set a standard for communication (to you and your team) that assures you are always aware—anecdotally and factually—of the progress being made.
Desired Media Action	<ul style="list-style-type: none"> • Read a fact sheet. • Read some success stories. • Watch our video. • Make them more likely to pay attention to related developments and news. 	<ul style="list-style-type: none"> • Pitch an article, news story. • Commit to media exposure. • Ask to keep in touch with future news and developments. 	<ul style="list-style-type: none"> • Local news piece. 	<ul style="list-style-type: none"> • Ongoing exposé or repeated coverage of CASA's work. 	<ul style="list-style-type: none"> • Willing to use public platforms to bring attention to CASA and it's issues.
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