

MAKING THE CASE™

THE CASE FOR SOCIAL CHANGE JUST GOT STRONGER WOMEN'S FUNDING NETWORK RELEASES ENHANCED MAKING THE CASE™

The Women's Funding Network has a 30-year history of supporting social change through its member funds' grantmaking programs; this history exists in the stories we pass on from person to person. It also exists in **MAKING THE CASE™**, the online database the Network created four years ago to substantiate its work in qualitative and quantitative ways by providing a means of documenting progress and developments.

MAKING THE CASE™ supports strategic grantmaking and evaluation of social change impact created by women's funds, their grantees and other global philanthropic organizations. It has benefited from a track record of use, being operational with diverse organizations around the globe for over 4 years.

The Women's Funding Network, a global champion for investment in women, has added many exciting new features and capabilities in response to user feedback and institutional priorities. The latest version optimizes the ability of organizations to capture, structure and communicate best practices.

The stronger, more flexible platform utilizes Ruby on Rails™ and a redesigned user interface to bring users a global product that is as intuitive as possible. The new functionality reduces administrative overhead for Women's Funding Network as well as funders and grantees.

While there are hundreds of individual enhancements in this release, they can be categorized into 4 main areas:

Enhancements and Value	
<ul style="list-style-type: none"> ▪ Infrastructure: Technical upgrades not readily apparent to the end-user, designed to increase capacity, usability, and reliability 	<ul style="list-style-type: none"> ▪ <i>The continued ability to meet current and anticipated needs</i>
<ul style="list-style-type: none"> ▪ Administrative: Tools to enhance user experience and application value to assist in integrating the overall framework into the organization's processes 	<p><i>Quick and easy administrative tools to:</i></p> <ul style="list-style-type: none"> ▪ <i>Increase value to participating organizations</i> ▪ <i>Increase member retention</i> ▪ <i>Help integrate MAKING THE CASE into the organization's systems and operations</i>
<ul style="list-style-type: none"> ▪ Usability: Increase usability and enhance the experience while requiring reduced staff intervention and support 	<p><i>Increased usability and features to:</i></p> <ul style="list-style-type: none"> ▪ <i>Align with users' experience and expectations of a real-time, online application</i> ▪ <i>Reduce staff intervention and training time</i>
<ul style="list-style-type: none"> ▪ Reporting/Database: Reporting capabilities offering value to users to support their strategic planning and grant making decisions 	<ul style="list-style-type: none"> ▪ <i>Standardized language and reporting to provide institutional memory and long-term data for informed decision making</i> ▪ <i>High-value information to provide donors and other community stakeholders with key information to solicit new and continued support</i>