

# CASE STUDY: GENERATING CONTENT FOR THE CENTER FOR COMMON GROUND



## INTRODUCTION

The Center for Common Ground is a non-profit organization dedicated to educating and empowering voters of color in voter suppression states. Since 2020, the center has contacted over 23 million voters with election information, including writing 14.3 million postcards, sending 7 million text messages, making 2.25 million phone calls, and establishing 13 democracy centers to provide year-round civic engagement in BIPOC communities where over 55% of eligible voters don't vote. This case study explores how the Center for Common Ground utilized Change Agent to draft content in support of its fundraising and activism.

## CHALLENGE

Executive Director Andrea Miller needed to create compelling content for two distinct projects within her organization. The first project involved launching an online peer-to-peer fundraising campaign to support local canvassers, phone bankers, and build community-based teams in Virginia, Alabama, Georgia, and North Carolina for the upcoming presidential election cycle. The second project required drafting a letter of support for the John Lewis Voting Rights Advancement Act as part of their monthly training on effective citizen advocacy.

## SOLUTION

To complete these tasks, Andrea turned to Change Agent for assistance in creating high-quality content quickly and efficiently. For the fundraising campaign, she provided Change Agent with her original draft of the campaign's story. In just 30 seconds, Change Agent generated a significantly improved version that resonated more deeply than her initial copy and required only minor editing. Similarly, when tasked with drafting a letter supporting the John Lewis Voting Rights Advancement Act, Change Agent produced a well-crafted letter that was used almost verbatim for their June advocacy campaign even though she used a very simple prompt.

## RESULTS

By leveraging Change Agent's capabilities, Andrea produced content in a fraction of the time and at high quality. The AI-generated content received positive feedback from her team, who found it surprisingly warm and persuasive. Moreover, the tool's efficiency allowed Andrea to accomplish tasks that would have otherwise taken much longer, such as drafting a letter in 30 seconds instead of 10-15 minutes.

## CONCLUSION

Change Agent saves changemakers time because its model is trained to mimic their language. Even with simple prompts, Change Agent rapidly generates high-quality content. Generic AI tools aim at a different audience so they require far more sophisticated prompting and other techniques to generate outputs that still cannot make the quality of Change Agent. As it turns out, promoting social justice and progressive values requires a language model that is trained on social justice and embodies progressive values.

---

**READY TO EMBRACE THE POWER OF PROGRESSIVE AI?**

CONTACT CHANGE AGENT TODAY TO GET STARTED WITH A FREE CONSULTATION.