



## Case study of Outreach activity

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### **Resolution**

A charity offering and developing a new treatment for ex-service personnel suffering from Post Traumatic Stress Disorder (PTSD), through their national network of therapists.

Following a request for assistance, three Liverymen met with two Resolution directors and therapists to host a marketing planning workshop to develop and formalise their marketing and communications plans.

Following this, a marketing roadmap was developed and we now meet together on a 4-6 weekly basis to offer ongoing support and advice.

As a result Resolution now has a detailed plan for fund raising and communications to potential sufferers of PTSD and their families, donors and other stakeholders.