

Value-Based Messaging

the
spark mill



USING ONLY SIX
WORDS, TELL ME WHY
YOUR NONPROFIT
EXISTS



What is Brand?

Brand is like Porn

"I have reached the conclusion ... that under the First and Fourteenth Amendments criminal laws in this area [obscenity] are constitutionally limited to hard-core pornography. I shall not today attempt further to define the kinds of material I understand to be embraced within that shorthand description; and perhaps I could never succeed in intelligibly doing so. **But I know it when I see it;** and the motion picture involved in this case is not that."

- Potter Stewart, *Jacobellis v. Ohio* (1964)



Words, Visuals, The General Feel

PLEASE
PARTICIPATE BE GRATEFUL ENJOY FOCUS
MEDITATE FEEL OPEN UP INTERACT SMELL
TRY BREATHE FORGIVE WISH BE AWARE
SMILE WONDER DREAM TASTE DO YOGA
KISS LOVE YOURSELF SEARCH RELAX TOUCH

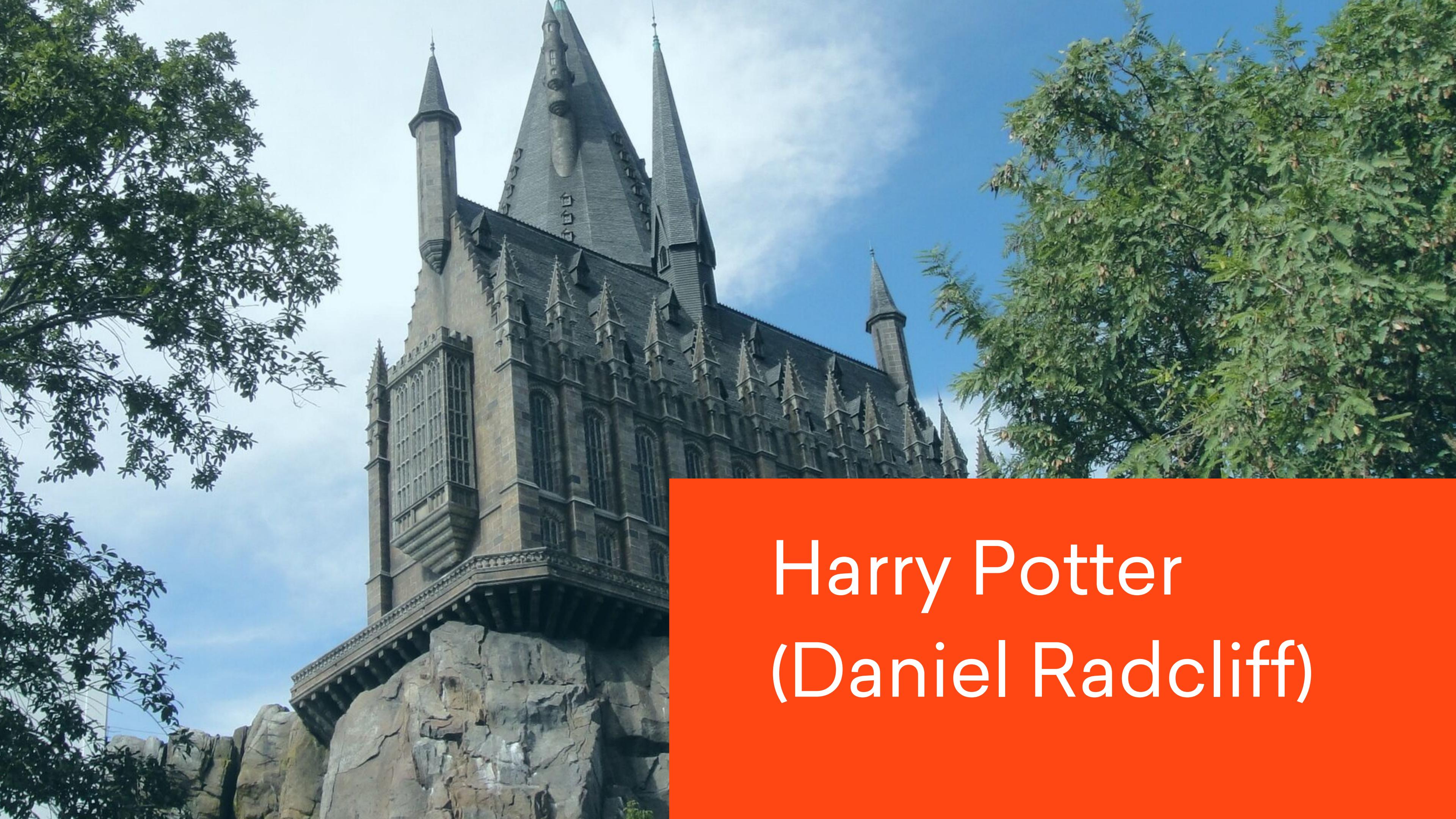
What words come to mind when people
think about you?
What makes you so special?



Think of a space
where the brand
seeps out without
you knowing



Ukrop's
Chick-fil-A
Nike
Jane Goodall
Tim Burton
Cardi B



Harry Potter
(Daniel Radcliff)



“Storytelling is as old as the campfire, and as young as a tweet. What moves people is someone who is credible. People can see straight through storytelling that is false, staged or cynical. It has to come from the heart, not just the head.” - Richard Branson



THE ART OF TELLING YOUR STORY

Words are important. Stories are what move people.

Engaged
Citizens

Value Based
Messaging: Know
Your Audiences

DEFINE CURRENT STATE



What do you do well?



What are your current barriers and obstacles to an amazing brand



How does current brand support our vision?



How cohesive is your brand?

BRAND WORKSHEET



6 WORDS

BRAND PERSONALITY

Bold, Helpful, Serious, Adventurous,
Imaginative, Neat, Youthful, Dependable,
Friendly, Authoritative, Quiet, Strong,
Whimsical, Masculine, Feminine, Cooperative,
Edgy, Conservative, Innovative, Mature, Calm,
Luxurious, Humorous, Mysterious, Elegant,
Warm, Healthy, Worldly, Glamorous,
Old-Fashioned, Sweet, Cosmopolitan, Gentle,
Humble, Energetic, Serious, Caring,
Light-hearted, Rational, Witty, Altruistic, Tough,
Rugged, Sexy, Leader, Relaxed, Quirky,
Intellectual, Clever, Feisty, Stoic, Spiritual,
Liberal, Rebellious

BRAND VOICE & TONE

Jargon, Humor, Formality

Fun _____ Serious
Formal _____ Casual
Respectful _____ Irreverent
Enthusiastic _____ Matter of fact
Personable _____ Corporate
Spontaneous _____ Careful
Modern _____ Classic
Cutting edge _____ Established
Accessible to all _____ Upscale

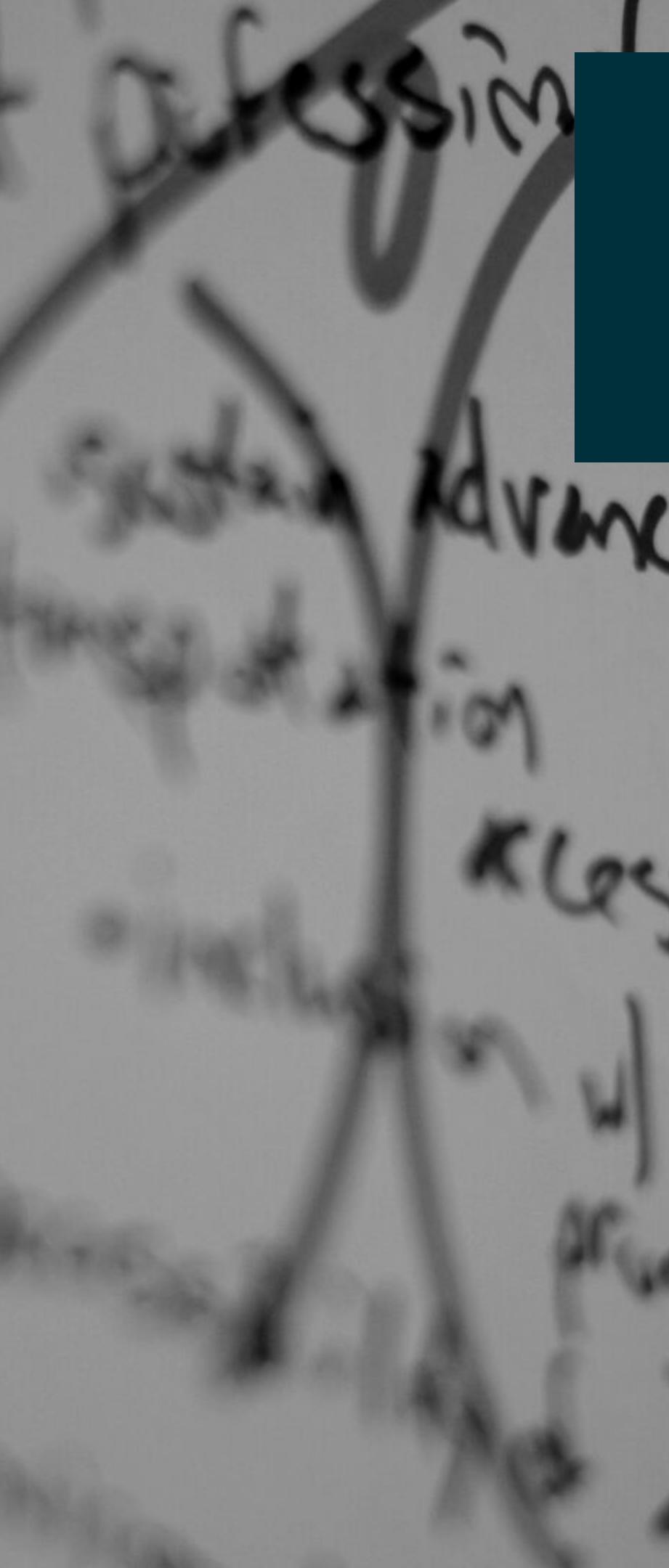
THREE CONCRETE STEPS

DIFFERENTIATORS

GOOD, BAD, UGLY

STRENGTHS: VISUALS, WORDS, STRATEGY

WEAKNESSES: VISUALS, WORDS, STRATEGY

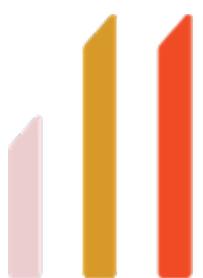


BRAND PERSONIFICATION

If your brand was a person, who would it be?
Where would it go shopping?
What car would it drive?

BRAND PERSONALITY

SCALES & MOVEMENT



BRAND VOICE

TONE & CHARACTER



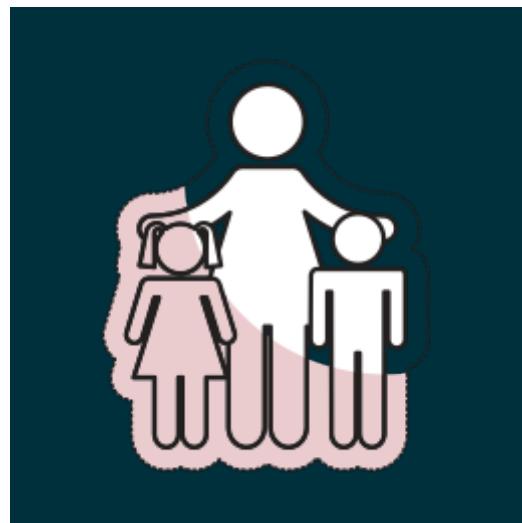
Compassionate



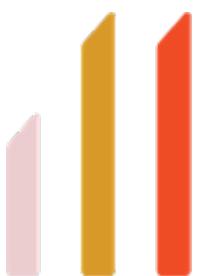
Advocate



Inspirational



Person-Centered





Good, Bad, & Ugly

LANGUAGE IN PRACTICE

living in poverty

community
neighbors
clinic patients

impoverished
needy
poor, working poor

undereducated
underserved
underprivileged



KEY AUDIENCES + PERSONAS

Stakeholder	Current State	Desired End State
Donor/Funder	Supporter	Champion
Staff	Scattered	United Ambassadors
Key Volunteers Sub: Key Sub: Intermittent	Like Us	Champions
Partner Families	Like Us	Ambassador

NEXT STEPS



Develop a Plan

Work to Create your one page plan for value-based messaging and impact



Test Your Messaging

Meet with key members of the community for feedback on how compelling your messages are



Seek Buy-In

Train your board in messaging so everyone is on the same page.





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