

**BRAND YOUR PARENT CENTER:
WHY IT MATTERS & HOW TO
GET STARTED**




Joel Boehner,
Executive Director
& Beth Ernsberger,
Community Relations Manager



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WHAT IS A BRAND?

THE PROCESS INVOLVED IN CREATING A **UNIQUE NAME & IMAGE** FOR A PRODUCT IN THE CONSUMERS' MIND, MAINLY THROUGH CAMPAIGNS WITH A CONSISTENT THEME.




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POLL QUESTION

What do you believe?

- A. BRANDING IS IMPORTANT AND WE MAKE IT A PRIORITY IN OUR ORGANIZATION.
- B. BRANDING IS IMPORTANT BUT WE DON'T HAVE TIME TO IMPLEMENT A PLAN.
- C. BRANDING IS NOT IMPORTANT IN OUR LINE OF WORK.



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BRAND ARCHITECTURE TEMPLATE

WHO WE ARE

WHO WE SERVE

OUR PURPOSE

OUR VALUES



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IN*SOURCE
BRAND ARCHITECTURE TEMPLATE

WHO WE ARE
Caring, non-profit, helpful, hopeful.

WHO WE SERVE
Families, professionals, individuals with special needs.

OUR PURPOSE
To help realize the full potential of children with special needs by working in conjunction with families and schools.

OUR VALUES
SUPPORT, INCLUSION, EDUCATION, EXCELLENCE



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DETERMINE YOUR TARGET AUDIENCE



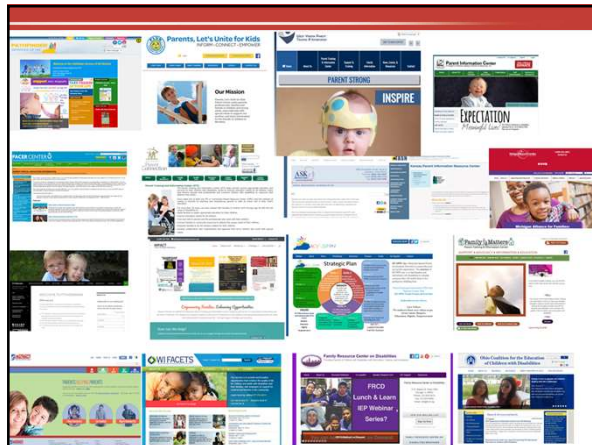
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POLL QUESTION

Do you have a mission statement...
and can you recite it from memory?



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Parents, Let's Unite for Kids
INFORM • CONNECT • EMPOWER

Log In Help & Reference Form Consent Form (PDF)

START ONLY FAMILY SHARE FAMILY TRAINING EVENTS RESOURCES DONATE CONTACT US

Our Mission

Parents, Let's Unite for Kids Parent Center unites parents, professionals, families and friends of children and young adults, especially kids with special needs to support one another, and share information for the benefit of children in Montana.



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CREATE A MISSION STATEMENT




‘TO BRING INSPIRATION AND INNOVATION TO EVERY ATHLETE IN THE WORLD.’



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RESEARCH THE COMPETITION

What do we do differently?
What do we do well?
What sets us apart from the rest?



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CREATE A LOGO & TAGLINE



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FINDING YOUR BRAND VOICE


<p>CONFIDENT EXPERIENCED HONEST RESOURCEFUL STRONG MODEST EFFECTIVE</p>	<p>SIMPLE RESPONSIBLE EXTRAVAGANT FUN CHARITABLE RELIABLE SMART QUIRKY ENERGETIC ARTISTIC BOLD COMPASSIONATE PROFESSIONAL SOPHISTICATED</p>	<p>PROFESSIONAL FRIENDLY SERVICE-ORIENTED AUTHORITATIVE TECHNICAL PROMOTIONAL CONVERSATIONAL INFORMATIVE</p>
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JDRF: A Case Study







Dedicated to finding a cure




On the road to a cure



Dedicated to finding a cure






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CREATING YOUR ELEVATOR PITCH


When finding your voice, follow the data, but don't forget the emotion.



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LET PERSONALITY SHINE

FRIENDLY/PERSONABLE.....CORPORATE
 HIGH ENERGY/SPONTANEOUS.....PLANNING/THINKING
 MODERN/HIGH TECH/STYLISH.....TRADITIONAL/CLASSIC
 CUTTING EDGE.....ESTABLISHED
 FUN.....SERIOUS
 INCLUSIVE.....EXCLUSIVE



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INTEGRATE YOUR BRAND

- <https://www.youtube.com/watch?v=UWBg8bA7wYE&feature=youtu.be>




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STAY TRUE TO YOUR BRAND

POTENTIAL TRAPS:

- o PROOF, EDIT, SECOND SET OF EYES
- o FORGOTTEN COMMUNICATIONS
- o COST
- o TIME



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