



DESIGN4
MARKETING
COMMUNICATIONS

Ideas for Impact

Terminology

Corporate Identity: Your name, logo, tagline--its visual expression or “look.”

Corporate Image: The public’s perception of your organization whether intended or not.

Corporate Branding: A business process—one that is planned, strategically-focused and integrated throughout the organization. Branding establishes the direction, leadership, clarity of purpose, inspiration and energy for a company’s most important asset, its corporate brand. If properly managed, your brand will convey its essence, character and purpose of the company and products. The corporate branding process affects all forms of communications.

Brand: name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. The word brand has continued to evolve to encompass identity—it affects the personality of a product, company or service. It is defined by a perception, good or bad, that your customers or prospects have about you. Brand is the [personality](#) that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc.

1. Tagline

Value

Extends your organization’s name to convey its unique impact or value with personality, passion and commitment, while delivering a memorable and repeatable message to your network.

Definition

Running no more than eight words, the tagline is your organization’s single most used messaging component. An effective tagline provides enough insight to generate interest and motivate your reader/listener to ask a question, without providing too much information so that she thinks she knows everything she needs to and doesn’t want to read more or continue the conversation.

How to Use

Exactly as written in print, online and verbal communications, including business cards and email signatures.

Examples

- Organization: Homeboy Industries (workforce development and gang prevention)
- Tagline: Nothing Stops a Bullet Like a Job
- Organization: Houston Food Bank
- Tagline: Filling pantries. Filling lives.

2. Positioning Statement

Value

Connects your organization with those you want to engage by 1) linking it with what's important to them; and 2) differentiating it from others competing for their attention, time and dollars.

Definition

A one to three sentence statement that positions your organization most effectively in the environment in which you work. It conveys the intersection of what your organization does well, what it does better and differently than any other organization (uniqueness), and what your network cares about.

Key components of your positioning statement are:

- What you do.
- For whom (whom do you serve).
- What's different about the way you do your work.
- Impact you make (something tangible, like a stat, is compelling here, see example below).
- Unique benefit derived from your programs, services and/or products.

Most, importantly, this is not your mission statement. Your mission statement is internally oriented and serves as your organizational road map. Your positioning statement connects your mission with what's vital to your network, so must be externally oriented. An organization mission statement identifies the lofty goals of the organization, such as eliminate homelessness or reduce hunger or protect wildlife.

How to Use

Exactly as written in all print and online communications (with the exception of the occasional narrowly-focused flyer or mini-site).

Examples

- The Legal Aid Society has worked for 128 years to stabilize and improve the lives of poor individuals and families in New York City. Over 900 Legal Aid attorneys provide free civil, criminal defense and juvenile rights advice and representation to 300,000 clients annually, tackling issues as diverse as eviction defense, Medicare rights and wrongful conviction. Through approaching complex problems with an innovative and holistic blend of legal and social services, The Legal Aid Society makes a real and lasting difference in the lives of its clients and their families.
- The Rural Women's Health Project (RWHP) designs and delivers health education training and materials to help rural women and their families strengthen their understanding of critical health and family issues. By blending innovative techniques with a collaborative approach, RWHP has built a record of success in improving the health and well-being of the communities they serve.

3. Key Messages or Talking Points

Value

Succinctly elaborate on your positioning statement and provide the necessary proof required for validation, while enabling you to tailor your messaging to specific groups within your network.

Terminology

Definition

A set of four to six key messages that build on the information conveyed in your positioning statement and respond to most common questions asked by your current and prospective network.

Most talking points should run no more than two sentences. Develop a set at the organizational level first; and follow (if needed) with sets for specific target audiences, programs and/or campaigns.

Be prepared with supporting points (a.k.a. proof points) for each talking point.

How to Use

- Use in both written and verbal conversation.
- However, talking points do not represent the exact words that must be used (especially in conversation), but rather convey the essential ideas to be conveyed. They can be customized for greater impact—to the specific interchange, the interests of the person you’re speaking with or emailing, and/or the topic of conversation.

Examples

Note proof points associated with the talking points in each example.

- [Beverage Container Recycling](#)
- [Walk to School](#)
- [Texas Commission on the Arts](#)

4. Elevator Pitch

Value

Enables you to transform any social contact (not just those that take place in an elevator) into a conversion opportunity (asking for more information, scheduling a call, etc.) in 60 seconds or less.

Definition

A conversational technique featuring a variation of your positioning statement, customized to the interests of the person you’re talking with, the context of your conversation, the “ask” you’ll be making and/or other factors. Takes no more than 60 seconds to deliver; 30 seconds is ideal.

These are the four steps to get there. Start with step one and end with step four, but the order of steps two and three can vary:

1. The lead-in. This is where you introduce yourself and your role in your organization to set up the conversation. It’s intended to spark the interest of the person you’re speaking with.
2. The differentiator. This identifies your organization as providing a unique resource valued by the person you’re speaking with, one that deserves immediate attention.

3. The hook. This is an open-ended conversation starter that allows you to assess the prospect's interest level.
4. The call to action. This is the request to schedule a follow-up call to discuss the matter further, make an online contribution or participate in a meeting on the issue, thereby making the conversion. Make it specific, clear and doable (e.g. don't ask too much, especially in an initial conversation).

NOTE: It's vital that the "pitcher" is adept at following the lead of his conversational partner to make the most of the short period he has. Role playing is an effective way to build this skill.

Examples

Hi, I'm Mora Lopez. I'm a senior at Santa Fe High School and a volunteer with Open Door. We host workshops at our school so that adults can learn English. We're the only free adult ESL class in town.

Do you know that out of the 30 million adults who are below basic reading and writing levels, almost 40% are Hispanic? Our participants report back that learning English has made a remarkable difference in their lives, both professionally and personally, and we want to grow the number of students we can handle.

Can you join us next Tuesday night at the high school for a one-hour community brainstorming session on recruiting volunteers to grow the program?

Nancy www.gettingattention.org

Nancy E. Schwartz

<http://gettingattention.org>

19 Elevator Pitches for Good Causes

These video clips of elevator pitches for organizations like yours are useful models. You'll know at a gut level what works and what doesn't.