

## May 2, 2009 Brand Planning Session--Conclusions we achieved

- Of our three general audience groups identified, **Donors** are the primary target audience who need to recognize our brand. Volunteers are a close second (and many can and should be considered prospective donors)
- We are not KAFASI, we are Kenosha Area Family and Aging Services
- The agency name should be used as a "signature" when discussing a program: "Meals on Wheels, a program of Kenosha Area Family & Aging Services" (standards need to be developed)
- A slogan should be developed that relates to the entire agency and should primarily be aimed at donors (understanding it must also resonate with funders, volunteers, referral agencies, and potential users of services).
- Slogans getting support for future "tweaking" (comments)
  - Supporting Independence for All Generations. (we liked the support-mentoring-feel, the words independence and generations, and the length—which could be shorter)
  - Help When It Hurts. (good emotional appeal, short, too general)  
Thoughts: want emotion, individuals/people, generations, support (mentor feel), short. Want to communicate families and people but have to watch out for audience's differing definitions of family.
- Words that the group most used in discussing potential slogans:
  - Generations
  - Support
  - Help
  - Community
  - Independence
  - Strengthening
  - Individuals
  - People
- Next Steps
  - The staff will have additional discussions about the slogan and bring some ideas back to the board (by the June Board meeting??)
  - A new logo will be developed. May consider an ad agency.
  - The Board and staff will work together to develop and implement graphic and branding standards
  - The Board will develop and schedule strategic sessions, jointly with the staff, to develop growth plans for the agency (timeline?)
  - The joint planning group will also revisit the mission statement
  - A marketing and communications plan needs to be developed that would increase awareness of the agency and increase involvement (dollars & volunteers). Testimonials need to be used.

## Supporting information gathered during the branding session

### Audiences

- Donors/funders
  - Individuals
  - Business sponsors
  - County Government (federal, state)
  - Granting organizations (Kloss, United Way)
- Referral agents
  - Social workers
  - Community agencies
  - Medical professionals
  - Nursing homes
  - Public safety organizations
- Users
  - Older adults
  - Families
  - Care Givers
  - Disabled / Handicapped
- Volunteers
- Internal (staff, board)

### What do the audiences need to hear?

Users (this group is generally “referred” and gets specific info from staff because often case specific)

- What the services are
- Cost of services
- Accessibility
- Usefulness
- Treated with respect
- Convenience
- Eligibility
- Not county/state funded

Donors/funders (this group is communicated to through events, sponsorship letters, appeal letters, grant submissions, regulated reporting, newsletters, website, community presentations)

- Where dollar is going
- Demonstrated value
- Helped a family member

- Differentiation (from other agencies or orgs)
- Need for money to fund services
- Need for services
- Longevity
- Transparency

Volunteers (this group is reached through direct mail, community presentations, word of mouth, news stories)

- How important they are to the people served—they can make a difference
- We are accommodating to their schedules (opportunities available, flexibility, time commitment)
- Valued and appreciated by agency, community
- That the need for volunteers is clearly defined—job descriptions, how many needed
- Personal growth through volunteerism
- Their lifelong skills can continue to be of great value
- We are responsive (get them going on their job right away)
- Variety of jobs available

### **Most crucial audience for branding: Donors**

It was acknowledged that the agency's major audiences are all crucial to survival. And while government has been and will likely continue to be the "Most Important" in terms of financial sustainability of the organization, there are a couple of other factors that move donors to the top of the list.

- Donors are toughest to reach—they are actually, "the general public"
- The donor marketplace is the most competitive. We need to stand out and be clear about our message—both emotional and actual—to grab the attention of those whose passions match ours.

**Our Brand attributes to be considered in future communication/marketing plans that are most important to donors include** (note—we listed many more attributes we felt were less crucial to donors):

- Compassionate
- Reliable
- Effective
- Versatile
- Credible
- Out-in-community (accessible)
- Responsive
- Nurturing
- Flexible (meet changing needs)
- Specific and targeted

- On the spot

### **Most important words that come to mind when considering Kenosha Area Family & Aging Services**

- Help (s, ing)
- Support (ive, s)
- Caregiver (ing)

### **Archetypes**

While we feel we have aspects of several Archetypes on the list, our strongest was Caregiver.

- Caregiver (The agency is a caregiver)
- Hero (our volunteers and donors are heroes—and some of our clients feel the individuals they deal with from the agency are heroes.)
- Mentor—This is particularly true on the family services side.
- Creator—We find solutions

### **Positive characteristics of a Caregiver:**

- Supportive
- Helping
- Compassionate
- Dedicated
- Patient
- Reliable
- Needed

### **The Dark side of Caregivers:**

- Underappreciated (pay, taken for granted)
- Dependency
- Interfering
- Stressed out