

Establishing Your Brand

YOUR WHY

Your why statement puts into a single sentence the reason your ministry exists. Regardless of whether you move buildings, make operational changes, update your logo, revise your marketing message, or undertake any number of other strategic or tactical changes, the why of what you're aiming to achieve and the good you intend to do should remain stable.

Example:

- Volvo Car Corporation: To be the world's most desired and successful premium car brand.
- Virginia Tech: To do things that matter and that have a profound impact on our changing world - whether it is in the classroom, the laboratory, or a village in a developing country.

Exercise:

- Take three sticky notes and answer the following questions.
 - Why do you come to work every day? What is it about your ministry that keeps you loyal and motivated?
 - What is the primary good you're trying to affect in your world? What lasting and eternal difference do you want to make? How is this helping you to live beyond yourself?
 - What is the primary benefit of your ministry?

YOUR VALUES

Values are your beliefs about your responsibility to your employees, ministry members, colleagues, and community.

Example:

- Whole Foods
 - Selling the highest quality natural and organic products possible.
 - Satisfying and delighting our customers.
 - Supporting team member happiness and excellence.
 - Creating wealth through profits and growth.
 - Caring about our community and our environment.

Exercise:

- Take the worksheet and write down your top five core values.

YOUR MISSION

The ministry's why is the ultimate dream; your mission is how you'll achieve your aspirations. The mission should cover the following areas:

- The ministry you provide
- Whom you serve
- How you are unique
- What benefits or greater good you promise

Example:

- Boys & Girls Clubs of Canada
 - Why: Leading the way to a brighter future for Canada's children and youth.
 - Mission: The mission of all Boys and Girls Clubs of Canada is to provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life.

Exercise:

- Take five sticky notes and answer the following questions. Fill in the Mission Statement on the worksheet using your answers to fill out the blanks in sequential order.
 - How do you describe what your ministry provides?
 - What ministries and services do you offer?
 - What group of people do you serve?
 - What benefits or positive outcomes do you promise to those you serve?
 - How do you uniquely fulfill the promises your ministry makes to those it serves?

YOUR MINISTRY PROMISE

Your ministry promise is the pledge upon which you build your brand and stake your reputation. It's what you assure those who come into contact with your ministry - whether as employees, suppliers, donors, colleagues, or members - that they can count on you to deliver. It's the expectation that you live up to every time people experience your brand, whether that is through advertising, promotions, attending services, or any additional form of contact.

Example:

- BMW: Sheer driving pleasure.
- Wal-Mart: Always low prices. Always.

Exercise:

- Take three sticky notes and write down three reasons your customers choose your ministry and the attributes they count on you to deliver. Combine your answers together and fill out the Ministry Promise on the worksheet.

YOUR BRAND CHARACTER STATEMENT

Your brand character is like the personality of your brand. Some brands are serious or even somber, and some are whimsical, fun, or playful. This should be an accurate reflection of your values, vision, mission, and promise.

Example:

- Our brand is the life of the party, a trait we reflect through brand expressions that are bright, engaging, and welcoming.

Exercise:

- Review everything you have filled out on your worksheet to this point. Answer the following questions.
 - If your brand was a car, what would it be?
 - If your brand was an animal, which one would it be?
- Next, answer the following questions and use these answers to build the Brand Character Statement on the worksheet.
 - What is the character of your brand?
 - What is the mood and tone it will project?

Brand Definition Worksheet

VALUES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

VISION

MISSION

My ministry provides _____
for _____
who seek _____
and this is done by _____

MINISTRY PROMISE

BRAND CHARACTER STATEMENT

Our brand is _____
a trait we reflect through brand expressions that are _____

