

United Way
what matters.™

United Way Community Services 2004 Message Book

May 11, 2004

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Overview

- The need for a Message Book
- Using key messages
- Knowing our product
- Elevator speeches
- Talking about designations
- Protecting the United Way brand

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Do we really need a message book? Page 3




- Consistency is critical to the success of any major brand.
- Key messages will support and reinforce our brand's high recognition and power
- Messages will allow us to disrupt perceptions of United Way as fundraiser
- Messages will reinforce United Way as a community convener, an organization focused on community, our relationships, partnerships and resources that help us make a difference in metro Detroit.
- The Message Book is a TOOL.

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Use key messages


What matters 

Page 4

The manifesto will serve as the basis of our key messages.


More than a theme or tagline, it embodies our work.

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What matters 

- United Way United Way is in the business of Community Impact - **improving lives by mobilizing communities to create sustained changes in community conditions.**
- United Way collaborates with scores of **community partners** to identify and address critical issues
- And yet if the initiatives do not have **lasting impact**, all the numbers mean nothing.
- It **doesn't matter** how many programs or initiatives we have in place. If **we involve** many or just a few people in the process.
- What matters are the **health and well-being and strength** of the children, families and communities they enrich.
- We prefer to talk about the lives they change. The communities they shape. The **results.**

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Positioning platform and key messages 

Page 5

Message box built around “what matters”


- **Change/results, community, partnership, leadership**
- **Key words – pepper your phrases**
- **Key ideas – what you want to get across**
- **Key supports – topical themes for building/supporting presentations, speeches, training session, etc.**

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Positioning platform and key messages 


- **Change matters = focuses on results, improves lives, makes a difference**
- **Community matters = creates change in community conditions, creates impact**
- **Partnership matters = moves people to act, encourages volunteerism, collaboration, builds and sustains relationships**
- **Leadership matters = a caring force, we convene, we are resourceful, responsible, we provide leadership for the human services sector**

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Know your product




Our product

Page 6

- **United Way Community Services addresses current and emerging issues in metro Detroit by focusing on the following areas:**
 - Nurturing children and youth
 - Strengthening families
 - Empowering neighborhoods and communities
 - Promoting health and wellness


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Our product

- **Most importantly, United Way Community Services is focused on creating sustained (lasting) change in metro Detroit by focusing on the following initiatives:**
 - Individual Development Accounts (IDAs)
 - George W. Romney Volunteer Center
 - 2-1-1 (by December 2005)
 - Nonprofit Facilities Center (NFC)

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Our product

Beginning on page 7

- **Each product area is structured as follows**
 - Organizational name of the area or initiative, e.g., 2-1-1
 - Brief definition (*italicized*)
 - **What's matters synopsis** – "Helping people access the health and human services and ready reference they need"
 - **Body of work:** Details our vision, our work, our commitment

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Our product



- **Each product area is structured as follows**
 - Body of work: Our vision, our work, our commitment
 - Our vision = our aspiration. This is where we want to be.
 - Our work: Mobilizing the caring power of community (talks about partnership and collaboration)
 - Our work: To affect positive change (project and program outcomes, what's happening or will happen at a basic level)
 - Our work: That will improve the lives of metro Detroiters (looks at the results from a community perspective)

Our product



- **Our commitment is an important stepping stone to verbalize during our impact transformation:**
 - Our commitment: For most initiatives, states that we will be convening members of the community around a specific topic
 - Because impact is about lasting results, we need to speak from a future perspective
 - Our commitment defines what we hope to accomplish on behalf of the community through this initiative
 - This is a good place to invite people to invest in United Way (Remember, this means their time, talent, relationships, resources, not just finances.)

Our product




- **What you won't find in the message book:**
 - A scripted replacement for "127 agencies". **Talk about collaboration and partnership.** *Pages 4-5, all product pages*
 - A scripted replacement for "1-in-3/1.4 million people served." **Talk about results – affecting positive change, improving lives throughout Wayne, Oakland and Macomb counties.** *Page 5, all product pages*
 - A list of agency examples. **Talk about program strategies to address critical needs.** *See page 25 for a selected listing of strategies, pages 15-23 for impact area summaries*
 - The word "donor." **Talk about investors.**
 - Stories. **Yet. A good story helps to humanize the product.** *Stories are being selected and formatted.*

Our product




- Personalize our product for the listener
- Research your audience whenever possible
- Notes pages after each impact area, signature initiative
- Product summary/cheat sheet, page 25



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Elevator speeches



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Elevator speeches

Beginning on page 27

- **Suggested speech structure**
- **Personal introduction**
- **Stakeholder roles**
- **Notes for your speech**

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Elevator speeches




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TIPS

- **Say your speech aloud – while you're driving, in your office or cube alone**
- **Read the message book aloud**
- **Look for comfortable phrases in other suggested speeches, make them work for you**
- **Use the notes page to develop your elevator speech**
- **Develop different speeches for different scenarios**

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Talk about designations

Designations

Page 31

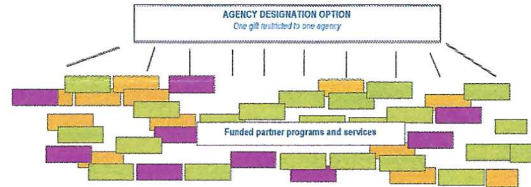


- Investors do have a choice
- United Way is not a pass through
- Designation does have an impact
- There is a more meaningful way to invest in your community

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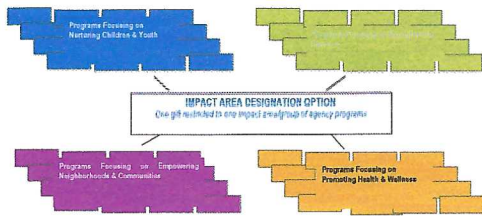
Designations



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Designations



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Designations



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Protect our brand

Branding




Page 33
Our \$34.7 billion Brand Value Proposition (BVP)


INVESTOR NEEDS	UNITED WAY PROMISES	INVESTOR BELIEF
I want to make the greatest difference possible	Multiplies my impact in improving people's lives and my community	My United Way's reach of caring enables me to make the greatest difference in improving people's lives and my community
I want to know what is being accomplished with my contributions	Lets me know what is being accomplished with my contributions	My United Way is accountable in stewarding my contributions and showing me their results
There are so many non-profits out there, it's hard to know where my contributions will do the most good	Is my partner , using its professional and volunteer expertise together to improve people's lives and my community	My United Way's leadership, experience, and breadth of resources effectively address the most important health and human services problems in my community
I want to feel good about what I give	Appreciates my caring and commitment to improving people's lives and my community	My United Way makes me feel great about giving

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Branding



We have a new brand mark:



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- No three people
- No ribbon/banner
- No "It's What We Do. Together."

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Branding



Implementing the new brand mark

- May 20 – UWA unveils the new mark
- All formats are currently available through the intranet or <http://comnet.org/UWCS/branding.html> for staff or designers working on projects to be published after May 20
- Common formats of the new mark will be available in the Microsoft Word clip art folder after May 20
- This will include localized versions of the brand mark
- UWCS will apply the mark to all new publications
- We will be working with our Marketing & Communications Advisory Council to develop a launch and schedule of full implementation


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Questions?



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Thank you