This handout will serve as a blueprint to ignite engagement with your members, unify your communications, messaging, and visual identity, and determine where your biggest weaknesses are. Be bold, go beyond, and bring confidence to your decision-making.

**Giving Your Brand Oxygen**

**Have A Plan & Purpose**
You need to understand your various audiences at a deeper level than demographics. Use research to scale your messaging and brand story with purpose and precision.

**Build An Internal Committee**
Overcome organizational silos by building an internal committee—a brand council—with members of different departments.

**Generate Insights, Build The Brand Of Tomorrow**
How can you be “first in mind” among your audience on a given topic, challenge, or solution? It always comes back to research and discovery.

**Know Your Audience (Current & Future)**
Audience personas will help you deliver more for your members today, tomorrow, and ten years from now.

**Emotionally Connect**
Brands are defined by how members, customers, and clients talk about you—not how you define yourself. Brands that connect on an emotional level drive their mission further.

**When Is It Time To Light A New Match?**
Questions to ask yourself that could signal a rebrand is needed:

- Do our audiences have a clear understanding of who our organization is and what we stand for?
- Can our audience articulate our brand story accurately and convincingly?
- Do we stack up against our competitors?
- Can audiences differentiate our brand from others in the marketplace?
- Does our brand accurately reflect our organization today and looking to the future?

If you’ve answered “No” to any of these questions, then it may be time to contact our team about a refresh of your brand. Together, we will navigate your biggest challenges and create audience-first brand, marketing, and digital experiences to move your mission forward.