GETTING THE WORD OUT: COMMUNICATION IS THE KEY

1. Audit your brand for strength
2. Understand your target audience
3. Build the components of your brand guide
4. Get the word out!
Florida Community Loan Fund, Inc.
Janet de Guehery, Communications and Marketing Manager
www.FCLF.org

WITH THANKS TO:
Lisa Junkerman, MBA
Chief Marketing Associates
www.chiefmarketingassociates.com

“IT'S YOUR BRAND – BE RELEVANT!”SM
MARKETING:
Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

BRAND:
A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.
TOP NONPROFIT BRANDS 2018

Source: The Harris Poll
WHAT MAKES A TOP BRAND

Internal Factors
- Clarity
- Commitment
- Protection
- Responsiveness

External Factors
- Authenticity
- Relevance
- Differentiation
- Consistency
- Presence
- Understanding

- Familiarity
- Quality
- Consideration
- Trust
- Love
- Financial
1. AUDIT YOUR BRAND FOR STRENGTH
I. AUDIT YOUR BRAND FOR STRENGTH

HOW TO AUDIT YOUR BRAND

1. Brand and Marketing Inventory
   • Processes
   • Materials
   • Programs
   • Internal Skills

2. Brand Exploratory
   • Marketing Research / Perceptions
   • Competition

3. Brand Equity

4. Future Opportunities
   • Organizational Goals, Mission Alignment
   • New Funding or Business Sources

5. Brand Strategy
   • Positioning
   • Management

Source: Kevin Lane Keller, Tuck School of Business at Dartmouth College (Adapted)
INVENTORY ALL WAYS YOU COMMUNICATE WITH AUDIENCES.

Evaluate for:

- Clarity of Audience
- Call to Action
- Brand Consistency
- Effectiveness
- Cost
WE’VE COMPLETED OUR BRAND AUDIT... NOW WHAT?

Confirmation.

Clarification.

Changes.
FCLF DISCOVERY SESSIONS ASKED:

What attributes and values come to mind when you think of this organization?

- TECHNICAL COMPETENCE
- RELIABILITY
- CREATIVITY
- FLEXIBILITY
- ADVOCACY & PARTNERSHIP
- TENACITY & PERSEVERANCE
- CREDIBILITY
- PATIENCE
- FRIENDLY & CARING
- LONGEVITY & STABILITY
FCLF’S NEXT STEPS AFTER BRAND AUDIT & ASSESSMENT

- Focus groups and surveys of borrowers, investors, staff, community leaders
- What are our brand’s strengths and attributes?
- Does our name reflect those strengths and attributes? YES
- Does our logo reflect those strengths and attributes? NO
Does an inventory of all communications materials confirm we are sending a consistent message?

Omnichannel Marketing: All marketing channels form a united front to support the organization’s mission and to drive brand equity.
2. UNDERSTAND YOUR TARGET AUDIENCE
2. UNDERSTAND YOUR TARGET AUDIENCE

WHO IS YOUR AUDIENCE?

—or—

WHO ARE YOUR AUDIENCES?

At FCLF, we have 3 distinct audiences we regularly address:

- BORROWERS
- INVESTORS
- POLICY MAKERS
2. UNDERSTAND YOUR TARGET AUDIENCE

BORROWERS

- Competent & Creative
- Friendly, We Care
- Flexible & Patient
2. UNDERSTAND YOUR TARGET AUDIENCE

INVESTORS

- Credibility
- Financially Sound
- Longevity & Stability

INVESTOR RESOURCES

AERIS Rating System. This rating and certification system evaluates both financial and social impact performance to enhance investor confidence.

- 2017 Audited Financial Statements
- 2016 Audited Financial Statements
- 2015 Audited Financial Statements
- 2014 Audited Financial Statements
- 2013 Audited Financial Statements
- FCLF Impact. FCLF has social impact statewide through its 3 financing programs and borrowers in every region of the state. Learn more about our impact or download our impact report from our Downloads & Resources page.

Components of Capital

FAQ for Investors: Still have questions? Here are answers to some of the most frequently asked questions about investments. Contact Us.
2. UNDERSTAND YOUR TARGET AUDIENCE

POLICY MAKERS

- Reliable
- Advocacy & Partnerships
- Tenacity & Perseverance
## IN-SESSION EXERCISE

### 2. UNDERSTAND YOUR TARGET AUDIENCE

<table>
<thead>
<tr>
<th>What are their key demographics that you should factor into your branding or marketing efforts?</th>
<th>Target Group #1</th>
<th>Target Group #2</th>
<th>Target Group #3</th>
<th>Vertical Industries</th>
<th>Influencers</th>
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<tbody>
<tr>
<td>What are their lifestyle characteristics?</td>
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<td>What selection criteria do they use when considering your program(s)?</td>
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<td>What are their current thoughts about your program(s)?</td>
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<td>How do you want them to think of your program(s)?</td>
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<td>What next step would you like them to take?</td>
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<td>How can you best reach them?</td>
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<td>What is the single most important thing you can tell them to get them to take that next step?</td>
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</table>
2. UNDERSTAND YOUR TARGET AUDIENCE

CUSTOMIZING FOR OUR AUDIENCE

A longer video is suited for large businesses and legislators; goes in-depth on the program.

A shorter version created for social media gives an overview for general viewers.
3. BUILD THE COMPONENTS OF YOUR BRAND GUIDE
CONSISTENCY BUILDS BRAND AWARENESS AND GROWS EQUITY

Brand consistency across elements helps create the highest level of awareness and the strongest and most favorable associations possible.

-- Kevin Lane Keller, Professor of Marketing at the Tuck School of Business at Dartmouth College. Author of Strategic Brand Management
3. BUILD THE COMPONENTS OF YOUR BRAND GUIDE

CONSISTENCY BUILDS BRAND AWARENESS AND GROWS EQUITY

BRAND PLATFORM
Vision • Character/Personality • Features • Benefits (Emotional and Rational)

CONTENT APPROACH
Compelling Copy:
- Adds Credibility • Targets Decision Makers • Emphasizes Benefits (Emotional and Rational) • Differentiates • Cross Cultures and Beliefs

VISUAL APPROACH
Logo • Typography • Color Palette • Digital Representation • Theme Line • Email Signature

BRAND AWARENESS
BRAND EQUITY

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WHY HAVE A BRAND GUIDE?

- Maintain consistency across the organization.
- Boost the likelihood of messages being remembered and repeated.
- Save time and decrease duplicated effort.
- Reduce frustration and conflict.
3. BUILD THE COMPONENTS OF YOUR BRAND GUIDE

FCLF COMMUNICATIONS GUIDE

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HOW WE TALK ABOUT OURSELVES
COMMUNICATIONS PROTOCOL
U.S. DEPARTMENT OF TREASURY COMPLIANCE
SOCIAL MEDIA GUIDELINES

Part 2. Our Logo, Color Palette, Typography
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LOGO GRAPHICS
MICROSOFT OFFICE THEME: FCLF 2015
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INSTALLING THE FCLF 2015 THEME ON YOUR WINDOWS COMPUTER
FCLF 2015 THEME DETAILS
FCLF COLOR PALETTE DETAILS

This Communications Guide provides an overview of the FCLF brand, guidelines for use of the FCLF logo, colors, fonts, and more. Tools mentioned in this guide are available on S drive > Loan Fund Information > Logos 2015. Templates. Style Guides. For specific questions please contact Janet de Guehery.
BRAND PLATFORM

3. BUILD THE COMPONENTS OF YOUR BRAND GUIDE

Key Messages

Tone and Personality

Vision & Mission
3. BUILD THE COMPONENTS OF YOUR BRAND GUIDE

VISUAL APPROACH

Logo and Name Usage

Fonts and Colors
3. BUILD THE COMPONENTS OF YOUR BRAND GUIDE

CONTENT APPROACH

Communications Style

Social Media Guidelines
3. BUILD THE COMPONENTS OF YOUR BRAND GUIDE

RESULTS:
Consistency, Brand Awareness, Brand Equity
4. GET THE WORD OUT
4. GET THE WORD OUT

MARKETING AND BRANDING ARE EVERYONE’S JOB

NEW STAFF ORIENTATION – COMMUNICATIONS & MARKETING

Fact Sheets & General Information
- Logo Story
- ”Elevator Pitch” ideas from Communications Guide
- About FCLF
- Housing
- Facilities
- Healthcare
- NMTC
- Our Impact
- Annual Report (most recent)
- Loan Officer Areas
- FCLF Regions Map
- Investment Opportunities
- Strategic Plan

Communications Guide
- Print copy
- On 5 drive
- Templates on 5
- Install Muli font, FCLF 2015 theme; set Outlook font to Segoe UI
- Review signature software

Website
- Introduction to various sections
- Work on photo & bio for Staff page
- Social media sites

Desk Folder
Order Business Cards
Order Nametags
Leading Causes of Brand Death

WHAT ABOUT YOUR ELEVATOR SPEECH?

We believe that every person in Florida deserves to live with dignity.

We provide expertise and capital for a wide range of projects that help low-income people and communities.

With these FCLF tools, projects can be successful, and organizations can better meet their missions of improving lives and communities.

We all have a favorite story to tell about one of our borrowing organizations or an individual who was helped through an FCLF loan. These stories help explain to our listening audience how FCLF helps build communities. If you need a story to tell, browse our website www.FCLF.org, look at videos on our YouTube channel, or ask a Loan Officer for a suggested borrower story.
MARKETING AND BRANDING ARE EVERYONE’S JOB
THANK YOU!

Questions?