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**COMMUNITY PARTNERS OF SOUTH FLORIDA
AMPLIFYING IMPACT**





WELCOME

**I HOPE TO GUIDE YOU THROUGH A FACILITATED
CONVERSATION TO SPUR INNOVATIVE IDEAS ABOUT
BRANDING THE 'CDC' NAME AND MONIKER**



TABLE TOP CONVERSATION

**YOU WILL FIND CARDS AT YOUR TABLE AND ENGAGE IN
A CONVERSATION WITH YOUR TABLE MATES SO LET'S
GO OVER THE BASICS**

GROUP AGREEMENTS

- **THERE ARE NO RIGHT OR WRONG ANSWERS**
- **STAY ENGAGED**
- **BE BRIEF WITH YOUR COMMENTS**
- **ALLOW EACH PERSON TO FINISH**
- **SPEAK YOUR TRUTH RESPONSIBLY**
- **LISTEN TO UNDERSTAND**
- **BE WILLING TO DO THINGS DIFFERENTLY AND ACCEPT NON-CLOSURE**
- **CONFIDENTIALITY**

IDENTIFY TABLE RESOURCES!

- **SCRIBE**
 - FEEL FREE TO WRITE ON YOUR NOTE CARDS OR PAPER PROVIDED
- **TIMEKEEPER**
 - LESS THAN 5 MINUTES PER QUESTION
- **PRESENTER**
 - WILL REPORT OUT TO THE LARGE GROUP



WHAT IS 'COMMUNITY DEVELOPMENT'?

HOW DOES YOUR DEFINITION OF 'COMMUNITY DEVELOPMENT CORPORATIONS' DIFFER TO THE DEFINITION PROVIDED?

(SEE DEFINITION ON THE BACK)

'COMMUNITY DEVELOPMENT CORPORATIONS'

ORGANIZATIONS THAT WORK IN LOW-TO-MODERATE INCOME COMMUNITIES PROVIDING PROGRAMMING OR SERVICES DESIGNED TO INCREASE THE CHANCE OF INCREASED ACCESS, PROSPERITY, AND OPPORTUNITY.



ORGANIZATIONAL ALIGNMENT WITH 'CDC'

WHO IS YOUR AUDIENCE?

DOES THE TERM 'COMMUNITY DEVELOPMENT CORPORATION' ATTRACT OR DETER YOUR AUDIENCES?



BRANDING

WHAT 'TERM' DOES YOUR ORGANIZATION USE IF YOU DON'T USE 'COMMUNITY DEVELOPMENT CORPORATION'?



NEED?

IS THERE A NEED FOR 'CDC' ORGANIZATIONS TO RE-BRAND TO BE REFLECTIVE OF THE WORK IN THE CURRENT ENVIRONMENT?



45th ANNIVERSARY SUMMIT

PROVIDE AN INNOVATIVE IDEA!

AT YOUR TABLE, PRESENT ONE INNOVATIVE WAY THAT ORGANIZATIONS CAN ALIGN THEIR BRAND TO BETTER REFLECT THEIR EFFORTS.



TABLE REPORT OUTS
YOUR PRESENTER WILL REPORT OUT THE INNOVATIVE
IDEA IN LESS THAN THREE MINUTES SO
BE BRIEF!



THANK YOU!

**PLEASE LEAVE ALL OF YOUR NOTES ON THE TABLE AND
WE WILL COLLECT ALL THOUGHTS AND UTILIZE IN
IDENTIFYING SOLUTIONS!**