



Easterseals 100th Anniversary

NATIONAL VISION

In 2019, Easterseals celebrates 100 years of impact in the lives of individuals with disabilities or other special needs, their families and communities throughout America as a powerful advocate and innovative provider of services. We honor this legacy as we embrace our future with a renewed commitment to enhance possibilities for people of all ages and abilities.

Campaign goals to support Easterseals' Strategic Vision Initiative (SVI) priorities:

BUILD BRAND	ADVANCE ADVOCACY	GENERATE REVENUES
<p><i>Amplify Easterseals brand awareness and relevance through national earned and paid media placements across all channels to reach key audiences including current and potential staff, board members and volunteers; program participants, their friends and families and others impacted by them; funders and strategic partners; major and mass market donors; policy makers, advocates media and other influencers.</i></p> <p><i>ROI: Realize a minimum of 500 million impressions valued at \$12 million with revenues of at least \$500K generated through this exposure.</i></p>	<p><i>Leverage advocacy to position Easterseals as a thought leader, change agent and exceptional services provider in which to invest to make positive, profound differences in the lives of people and communities throughout America, assuring access, inclusion and empowerment for their constituents.</i></p> <p><i>ROI: Protect Medicaid and other government supports on which Easterseals affiliates and its program participants rely, representing \$662 million in annual network revenues.</i></p>	<p><i>Leverage 100th Anniversary at the national and affiliate levels to generate increased support for Easterseals services and supports which will assure that every one of us is 100% included and 100% empowered to live, learn work and play in our communities.</i></p> <p><i>ROI: Develop and execute strategies at the national level to generate a minimum of \$2 million in additional revenues through all channels for affiliates and the national office as a result of 100th Anniversary campaign tactics.</i></p>

Internal Audiences			External Audiences			
Employees	Volunteers	Boards	Clients	Donors	Communities	Public Influencers

Emerging Messages	
Thought leaders:	We drive change through powerful advocacy and innovative services, impacting families and communities throughout America as we make profound, positive differences in people’s lives every day,
Determined:	We lead with confidence.
Inspired:	We are committed to work that changes lives – and changes the world.
Personal:	We are caring, responsive and passionate about our work and the people we serve.
Honest:	We talk straight.
Local:	We are loyal to home.
Fearless:	We engage in real life.
Aspiration:	We are committed to assuring that every one of us is 100% included and 100% empowered.

Key Considerations
<ul style="list-style-type: none"> • Advance collaboration among Easterseals affiliates and its national office to maximize outcomes from the 100th Anniversary by leveraging our collective time, talent and treasure. • Acknowledge and celebrate the 100th Anniversary through messaging and activities designed to elevate awareness of and engagement with our brand. • Energize support of the 100th Anniversary throughout the network at all levels to promote our Vision with pride. • Recognize that Easterseals’ advocacy, services and presence in communities nationwide deliver powerful impact and outcomes in the lives of families every day in America.

Brand Specifications				
Live	Learn	Work	Play	Act