



**Brand Research Implications Workshops**  
**June 14/16, 2021**

# Agenda

- **Brand research recap**
- **Brand research implications discussion**
  - **Brand strategy**
  - **Brand messaging**
  - **Brand architecture**
  - **Brand implementation**
- **Next steps**

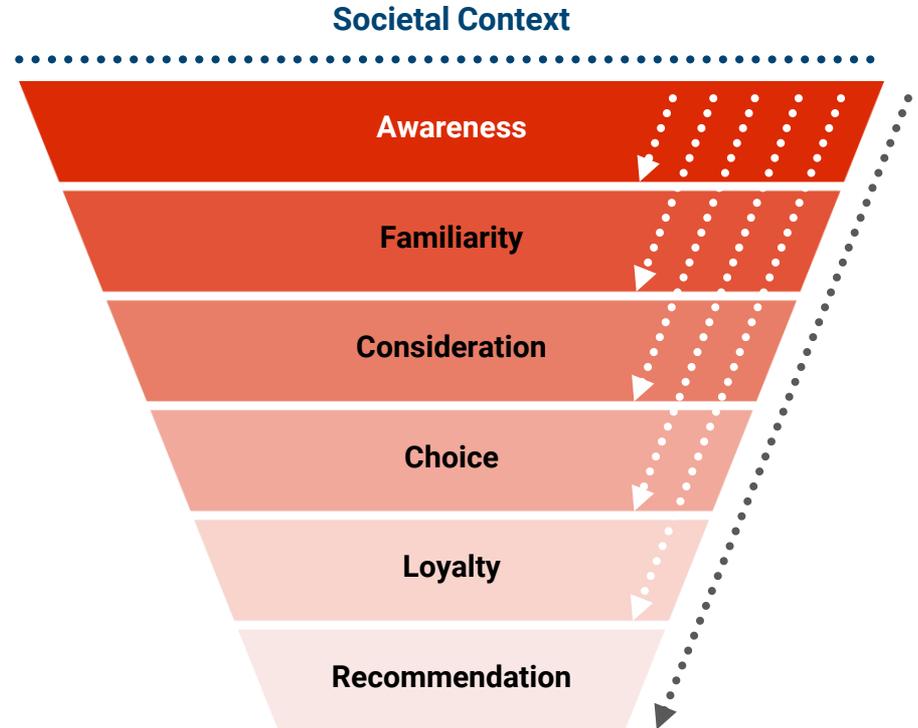
**Key Research Implications to Consider**

**Brand Research Highlights**



# Research objectives

- **Understand the context in which Easterseals exists**
- **Capture baseline brand metrics to track over time, including peer benchmarking**
- **Determine which attributes drive understanding, engagement and action**
- **Uncover how audiences view Easterseals on the attributes that matter most**



# Key research take-aways

## Insights

- Issues that matter most to Americans include the economy, health, jobs, and poverty, followed by DEI issues, including racial equity, disability inclusion, and support for veterans and seniors



- Drivers of giving include disability advocacy, early intervention, community support and workforce development for those with disabilities; where Easterseals has the greatest credibility is on attributes tied to reputation, trust, caring, and leadership in disability inclusion/DEI



- Although the services Easterseals offers are compelling to all, especially employment and early childhood services, program awareness is low



- Easterseals' Net Promoter Score (a proxy for loyalty) is highest with those that have used our services or know someone who has



## Implications

- Make a stronger business case for disability inclusion – connecting investments into a positive impact for the economy and society

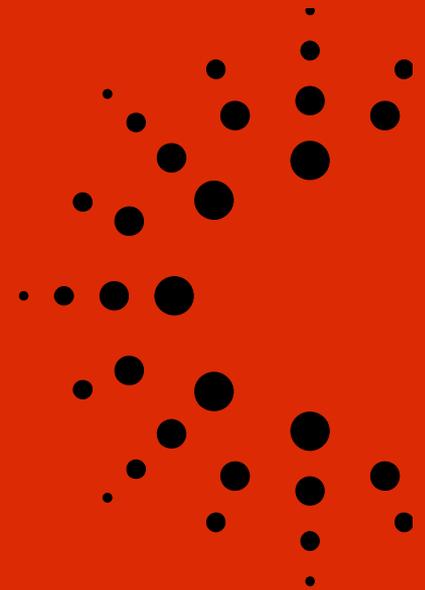
- Lead with clear and concrete language that consistently communicates **who** Easterseals serves (i.e., people with disabilities and the community), **how** (i.e., life-changing disability and community services, at every stage of life), and **why** (i.e., equity, inclusion and access)

- Reframe how we talk about program areas to be more concrete and better align with issue priorities and drivers of choice

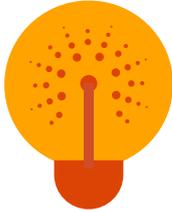
- Equip those that know Easterseals best with the resources and tools to champion the brand and educate and inspire others to learn more, get involved, and take action

**Refocusing Our Story for Impact**

# **Brand Strategy and Messaging**



# Easterseals' brand platform – current

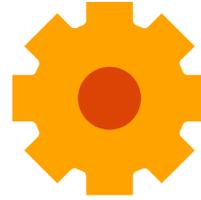


## Purpose

Our reason for being

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To change the way  
the world defines and  
views disability by  
making profound,  
positive differences  
in people's lives  
every day



## Behaviors

Our actions

We see the whole you  
We're driven to achieve  
We pave the way  
We're stronger together



## Personality

Our voice

Determined  
Fearless  
Personal  
Local  
Honest  
Inspired

# Easterseals' brand architecture – current

## Live

- Autism
- Adult Day Services
- In-Home Care
- Therapy
- Mental Health

## Work

- Employment & Training
- Veteran Reintegration
- Senior Career Employment

## Learn

- Accessibility
- Safety Tips
- Transportation
- Guide for Caregivers

## Play

- Camping & Recreation
- Respite Services
- Brain Games

## Act

- Advocacy

# Easterseals' messaging – current

## Boilerplate

**Driven by its purpose to change the way the world defines and views disability by making profound, positive differences in people's lives everyday, Easterseals has been an indispensable resource for people with disabilities, their families and caregivers, and the greater community for more than 100 years.**

**Delivering outcomes-based services and powerful advocacy through its Network of 67 Affiliates nationwide, Easterseals impacts the lives of more than 1.5 million individuals throughout the lifespan every year. Its services include early childhood programs; autism services; medical rehabilitation including physical, occupational, and speech therapies; employment programs; and adult services including behavioral health, transportation, and adult day programs.**

**In schools, workplaces and communities, we're fostering environments where everyone is respected, included and valued – making a real and positive impact on us all.**

**Together with our partners, we're ensuring that every one of us is empowered to live, learn, work, play, and act in communities nationwide.**

# The opportunity – shift from the “what” to the “so what”



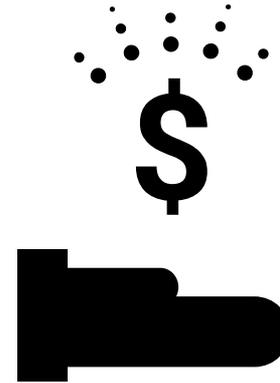
# The power of purpose

15:1



Purpose-driven brands  
outperform the market 15-to-1

86%



In 2020, 86% of companies that  
over-performed on revenue growth  
linked everything they did to  
purpose

Source: <https://www.jimstengel.com/purpose/>



# Brand Strategy

A lens that guides how an organization thinks, acts and communicates



# A nonprofit best practice



## Purpose

Our reason for being

Strengthening  
community by  
connecting all people  
to their potential,  
purpose and each other



## Pillars

Our actions

Show a sincere concern for others  
Be truthful in what you say and do  
Treat each other as we'd all like  
to be treated  
Be accountable for your  
promises and actions



## Personality

Our voice

Welcoming  
Genuine  
Nurturing  
Hopeful  
Determined

# Purpose — recentered



**To lead the way to  
100% equity, inclusion, and access  
for people with disabilities  
and the greater community.**

- Builds on 100+ year track record and high-performing attributes such as “trustworthy” and “good reputation”
- Asserts a leadership position

- Is declarative; sets a bold goal
- Connects issue areas to broader DEI conversations
- Is compelling to audiences — especially corporate partners

- Owns a distinctive and decisive role in the broader DEI context
- Is inclusive of those that may not self-identify as being a person with a disability
- Aligns with the theory of change work, as well as top drivers



## Pillars — refocused

- **We believe in 100% equity, inclusion, and access.**
- **We value and respect the whole person.**
- **We develop essential resources and supports for every stage of life.**
- **We impact people where they need us most — school, work, home, or in the community.**



# Personality – recalibrated

## **We are bold**

- **We lead with hope, determination, and an unwavering commitment to our purpose.**

## **We are genuine**

- **We treat people with honesty, empathy, and respect.**

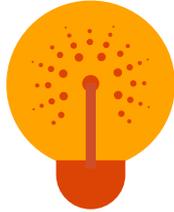
## **We are inclusive**

- **We listen to and learn from our communities, welcoming diverse perspectives, and finding better ways to communicate and care.**

## **We are dynamic**

- **We energize people and empower them to take action.**

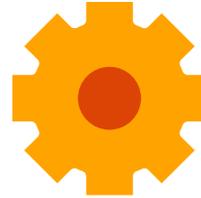
# Easterseals' brand platform – revitalized



## Purpose

Our reason for being

To lead the way to 100% equity, inclusion, and access for people with disabilities and the greater community.



## Pillars

Our actions

We believe in 100% equity, inclusion, and access.  
We value and respect the whole person.  
We develop essential resources and supports for every stage of life.  
We impact people where they need us most – school, work, home, or in the community.



## Personality

Our voice

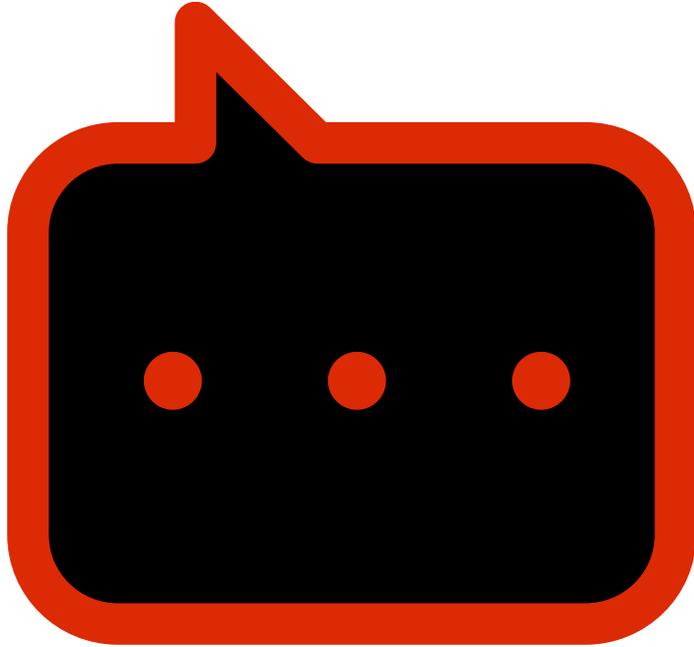
Bold  
Genuine  
Inclusive  
Dynamic

# Chat/Discussion

- **What elements of the strategic platform energize you most, and why?**
- **Any other comments or considerations?**

From Me to **Everyone**.

**Text**



# Brand Messaging

**An external translation of the brand strategy into clear, compelling language that drives understanding, engagement and action**

# Easterseals' messaging – re-energized

## Boilerplate – Before

Driven by its purpose to change the way the world defines and views disability by making profound, positive differences in people's lives everyday, Easterseals has been an indispensable resource for people with disabilities, their families and caregivers, and the greater community for more than 100 years.

Delivering outcomes-based services and powerful advocacy through its Network of 67 Affiliates nationwide, Easterseals impacts the lives of more than 1.5 million individuals throughout the lifespan every year. Its services include early childhood programs; autism services; medical rehabilitation including physical, occupational, and speech therapies; employment programs; and adult services including behavioral health, transportation, and adult day programs.

In schools, workplaces and communities, we're fostering environments where everyone is respected, included and valued – making a real and positive impact on us all.

Together with our partners, we're ensuring that every one of us is empowered to live, learn, work, play, and act in communities nationwide.



## Boilerplate – After

**For more than 100 years, Easterseals has been leading the world to full equity, inclusion, and access for all people through life-changing disability and community services.**

**Through our national network of 67 affiliates in 48 states, Easterseals impacts people where they need us most – school, work, home, or in the community – from the critical first five years of life onward. Each year we directly serve over 1.5 million people, providing early childhood services, autism services, medical rehabilitation, employment programs, behavioral health services, adult day programs, veterans' services, and more. Across every level of government, Easterseals leads advocacy initiatives to address the urgent and evolving needs of the one in four Americans living with disabilities today.**

**For children and adults with disabilities, for veterans and seniors, and for families and caregivers across the nation, Easterseals delivers support and drives political action to increase access and enhance quality of life. Together with our partners, we're reducing poverty and homelessness, improving health care and employment, and empowering people of all ages and abilities to be full and equal participants in their communities.**

# Easterseals' messaging – re-energized

## Boilerplate – After

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**Is bold; asserts a leadership position**

**Is genuine; leads with impact on the issues that matter most**

**Elevates a key driver – local and national advocacy**

**Shows how we meet urgent needs in our communities**

**Is inclusive; highlights the breadth and depth of audiences**

**Is bold and dynamic; underscores our audacious goal and makes a clear and compelling business case**

# Chat/Discussion

- **As we think through implications, any additional thoughts or considerations we should take into account?**

From Me to **Everyone**.

**Text**

**Reconsidering the Presentation of Programs**

**Brand Architecture**





# Brand Architecture

**A cohesive system for organizing and presenting an organization's various offerings and relationships**

# Brand architecture building blocks and best practice

**1. Brand architecture approach**  
Drives all associations to primary brand



**2. Organizing principles**  
Uses a simple framework to highlight three areas of impact



**3. Hierarchy of information**  
Clearly defines and differentiates its offerings



**4. Naming**  
Incorporates descriptive names across its offerings



**5. Visual treatment**  
Creates a cohesive system with proprietary visual identity



# Organizing principles are most powerful when they clearly support an organization's strategy

- A clear brand strategy communicates who we are, what we do and why it matters
- Effective organizing principles demonstrate how we do it

# A nonprofit best practice



## PURPOSE

Strengthening community by connecting people to their potential, purpose and each other

## AREAS OF IMPACT

### FOR YOUTH DEVELOPMENT

Nurturing the potential of every child and teen

Afterschool Care  
Corporate Child Care  
Extended Child Care (4-6am-6pm a/o weekend)  
Kid's Club  
School-age Child Care (5 days/week)

**Academic Enrichment**  
Abundant Assets  
Afterschool Academic Enrichment Programs  
Early Learning  
Head Start  
Homeschool Enrichment Classes  
Preschool  
School Readiness Programs  
Tutoring

**Arts & Humanities**  
Filmmaking

**Competitive Swimming & Sports**  
Gymnastics  
Swimming/Diving (under 18)

**Recreation**  
Dances  
Skateboarding  
Teen Clubs  
Y-Teen Zone

**Youth Sports Programs**  
Adaptive/Inclusive Youth Sports  
Youth Baseball  
Youth Basketball  
Youth Fitness/

**Day & Resident Camps**  
Day Camp  
Overnight Camp  
Summer Camp

**Specialty Camps**  
Diabetes Camp  
Cancer Camp  
World Camp

### FOR HEALTHY LIVING

Improving individual and community well-being

Adventure Guides  
Family Camp  
Family Challenge  
Family Fitness  
Family Nights  
Family Wellness Programs  
Parent/Child Dance  
Prime Time Family

**Group Classes**  
Active Older Adults  
Aerobics/Dance  
Circuit Training Classes  
Indoor Cycling  
Martial Arts  
Strength Training  
Women Only Fitness Program  
Yoga

**Healthy Lifestyles**  
Cardiac Rehabilitation Programs  
CPR/First Aid  
Diabetes Prevention

**Adult Team Sports**  
Adult Basketball Leagues  
Adult Competitive Swimming (18 & Over)  
Adult Golf  
Adult Hockey  
Adult Soccer Leagues  
Adult Softball Leagues  
Adult Tennis  
Adult Volleyball Leagues

**Recreation**  
Cycling/Mountain Biking  
Hiking  
Running Clubs

**Life-long Learning**  
Adult Arts & Humanities  
Healthy Cooking  
Sign Language Classes  
Spanish Classes  
Social Groups  
Book Clubs  
Group Trips (travel)  
Knitting  
Ladies Night Out

**Spiritual Development**  
Bible Study  
Community Prayer  
Breakfast

### FOR SOCIAL RESPONSIBILITY

Addressing critical social issues in our communities

**Child Welfare**  
Foster Care  
Gang Prevention/Intervention  
Housing for Runaway/Homeless Youth  
Programs for Suspended & Dropout Youth

**Community Health**  
Military Outreach Initiative  
Urban Swim (outreach swim safety instruction)

**Employment/Vocational Training**  
Adult Employment

**Global Education**  
Events, Forums & Festivals  
Exchanges of Volunteers & Staff  
Global Leadership Development  
Service Learning

**Global Network**  
Global Partners  
Hosting International Visitors  
International Y-to-Y Relationships

**Volunteers**  
Managerial Volunteers  
Policy Volunteers  
Program Volunteers

**Grassroots/Community Organizing**  
Civic Engagement Activities  
Healthier Communities  
PTO Collaboration

**Public Policy**  
Legislative Action Center  
State Alliances

# Remember, brand architecture is not web architecture

United Way's organizing principles:

**EDUCATION**

Helping children and youth achieve their potential

**INCOME**

Promoting financial stability and independence

**HEALTH**

Improving people's health

Organizing principles on unitedway.org:

The screenshot shows the United Way website homepage. At the top, there is a navigation bar with the United Way logo, the text "LIVE UNITED", and a "125 Years" anniversary logo. To the right of the navigation bar is a "GET UPDATES BY EMAIL" form with fields for "email" and "zip" and a "SIGN UP!" button. Below the navigation bar is a primary navigation menu with links for "ABOUT", "OUR WORK", "OUR PARTNERS", "BLOG", "VIDEO", "TAKE ACTION", and "DONATE". The "DONATE" link is highlighted with an orange arrow pointing to the text "Primary navigation". The main content area features a large image of a city street with a "LIVE UNITED" sign on a building. To the right of the image is a search bar with "Google Custom Search" and a "GO!" button. Below the search bar are three call-to-action buttons: "GIVE", "ADVOCATE", and "VOLUNTEER", each with a corresponding icon. These buttons are grouped by a bracket and labeled "Call-to-action messaging". Below the call-to-action buttons are social media icons for Facebook, Twitter, YouTube, and RSS. The main content area also includes a "A Landmark Celebration" section with a "READ MORE" button and a "BLOG" section with a "The Case for Building Mentor Capital" article. At the bottom right, there is a section titled "EDUCATION, INCOME, HEALTH." with a brief description and a "Learn more" link. An orange arrow points from this section to the text "Organizing principles for United Way's offerings".

Primary navigation

Call-to-action messaging

Organizing principles for United Way's offerings

# Option 1: Refine our current organizing principles – and better define what programs live under each pillar

## Opening opportunities to ...

Live	Learn	Work	Play
<ul style="list-style-type: none"><li>e.g., early intervention services, autism support services, mental and behavior health services, adult day services, etc.</li></ul>	<ul style="list-style-type: none"><li>e.g., early childhood education programs, school-age education for children with disabilities, etc.</li></ul>	<ul style="list-style-type: none"><li>e.g., skills assessment, job training, veteran reintegration programs, etc.</li></ul>	<ul style="list-style-type: none"><li>e.g., camp and recreation, after school programs, etc.</li></ul>
# of people supported # of households or communities reached	# of people supported # of communities reached	# of jobs created # of people placed # of companies consulted/advised	# of program participants # of communities reached

# Option 2: Reframe our organizing principles to appeal to all audiences – and be more concrete

## Meeting people where they need us most ...

School	Work	Home	Communities
<ul style="list-style-type: none"><li>e.g., early childhood education programs, school-age education for children with disabilities, etc.</li></ul>	<ul style="list-style-type: none"><li>e.g., skills assessment, job training, veteran reintegration programs, etc.</li></ul>	<ul style="list-style-type: none"><li>e.g., adult day services, respite services, autism support services, etc.</li></ul>	<ul style="list-style-type: none"><li>e.g., camp and recreation, after school programs, transportation services, etc.</li></ul>
# of individuals, schools and communities reached	# of jobs created # of people placed # of companies consulted/advised	# of people supported # of communities reached	# of people supported # of communities reached

# Option 3a: Reimagine our areas of focus as areas of impact

United for 100% equity, inclusion, and access in ...

Education	Employment	Health	Community
<ul style="list-style-type: none"><li>e.g., early childhood education programs, school-age education for children with disabilities, etc.</li></ul>	<ul style="list-style-type: none"><li>e.g., skills assessment, job training, veteran reintegration programs, etc.</li></ul>	<ul style="list-style-type: none"><li>e.g., early intervention services, autism support services, mental and behavioral health services, etc.</li></ul>	<ul style="list-style-type: none"><li>e.g., camp and recreation, after school programs, respite services, transportation services, etc.</li></ul>
# of individuals, schools and communities reached	# of jobs created # of people placed # of companies consulted/advised	# of people served # of communities reached	# of program participants # of people supported # of communities reached

# Option 3b: Reimagine our areas of focus as areas of impact

Leading the way to 100% equity, inclusion, and access by ...

## Enhancing Education

- e.g., early childhood education programs, school-age education for children with disabilities, etc.

# of individuals, schools and communities reached

## Advancing Health

- e.g., early intervention services, autism support services, mental and behavioral health services, etc.

# of jobs created  
# of people placed  
# of companies consulted/advised

## Expanding Employment

- e.g., skills assessment, job training, veteran reintegration programs, etc.

# of people served  
# of communities reached

## Elevating Community

- e.g., camp and recreation, after school programs, respite services, transportation services, etc.

# of program participants  
# of people supported  
# of communities reached

# Chat/Discussion – which framework resonates most?

Option 1:

**Live**

**Learn**

**Work**

**Play**

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Option 2:

**School**

**Work**

**Home**

**Communities**

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Option 3a:

**Education**

**Employment**

**Health**

**Community**

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Option 3b:

**Enhancing  
Education**

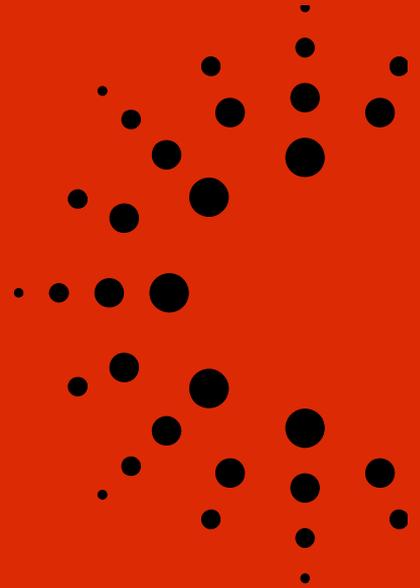
**Advancing  
Health**

**Expanding  
Employment**

**Elevating  
Community**

**Re-energizing Audiences**

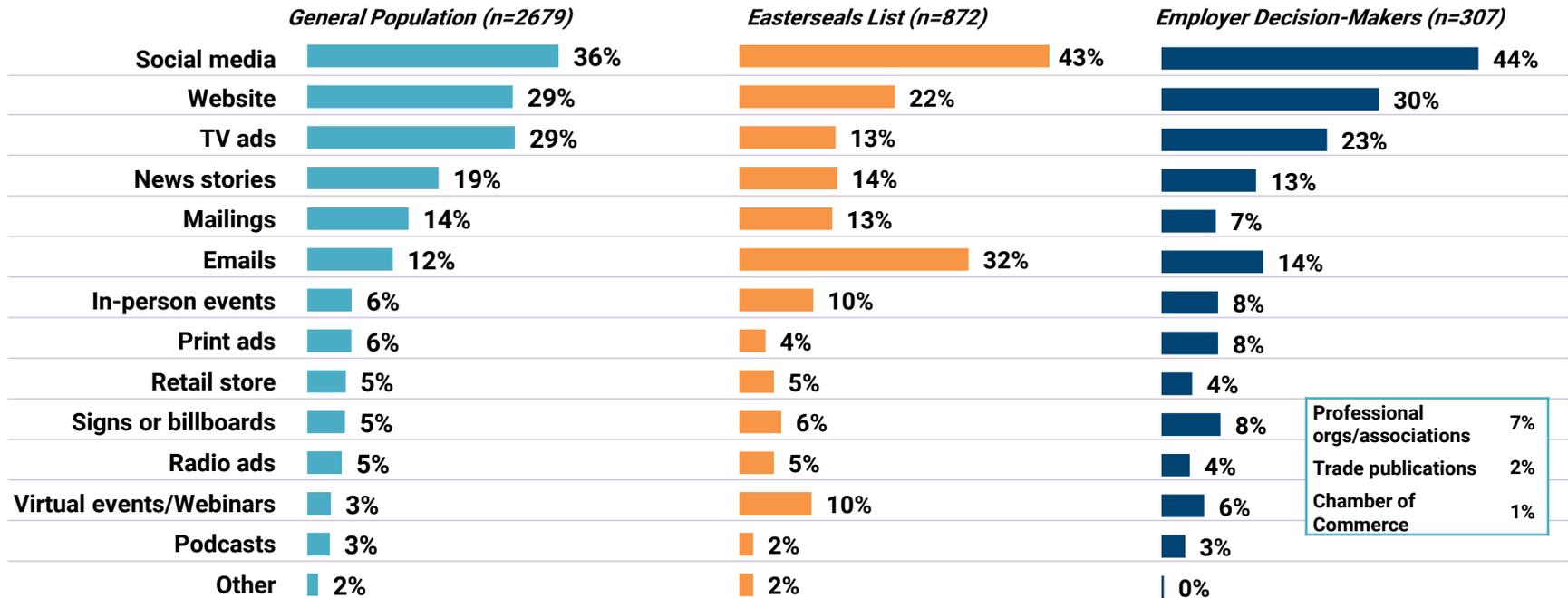
# **Brand Implementation and Activation**



# According to research, social media is the best way to reach all audiences, followed by the website

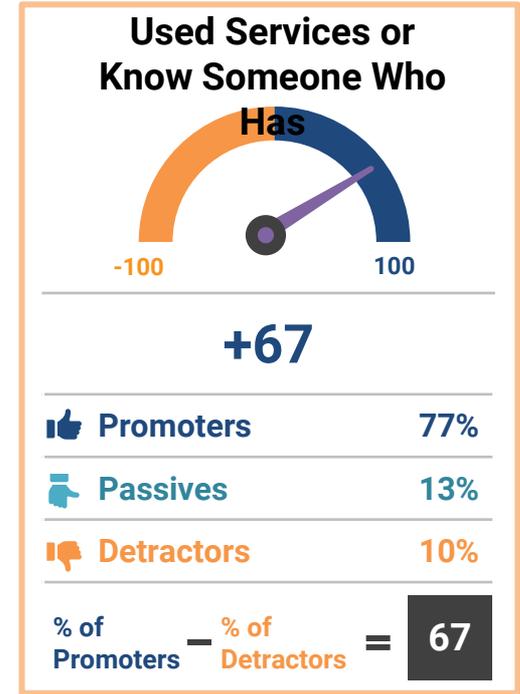
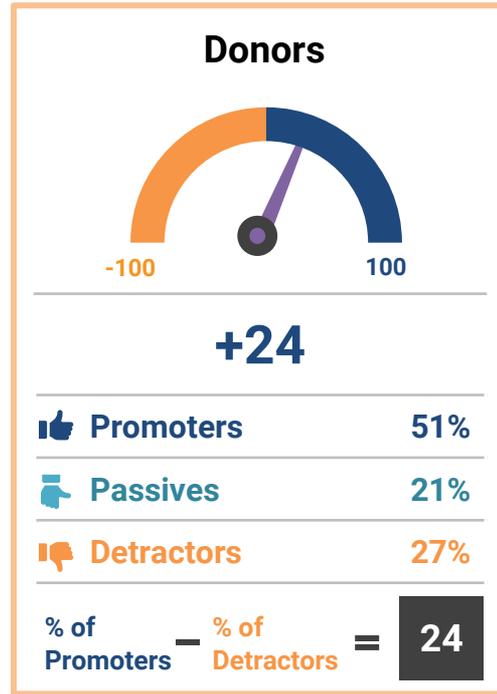
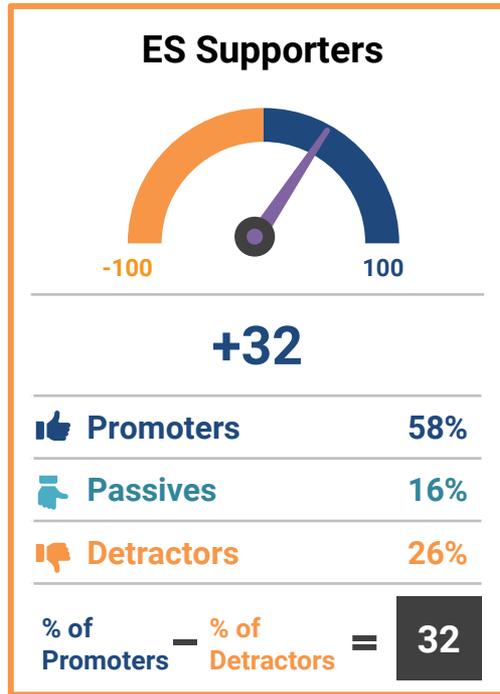
- Those on the Easterseals list prefer emails to the website

## Best way to see and hear more about Easterseals and its work

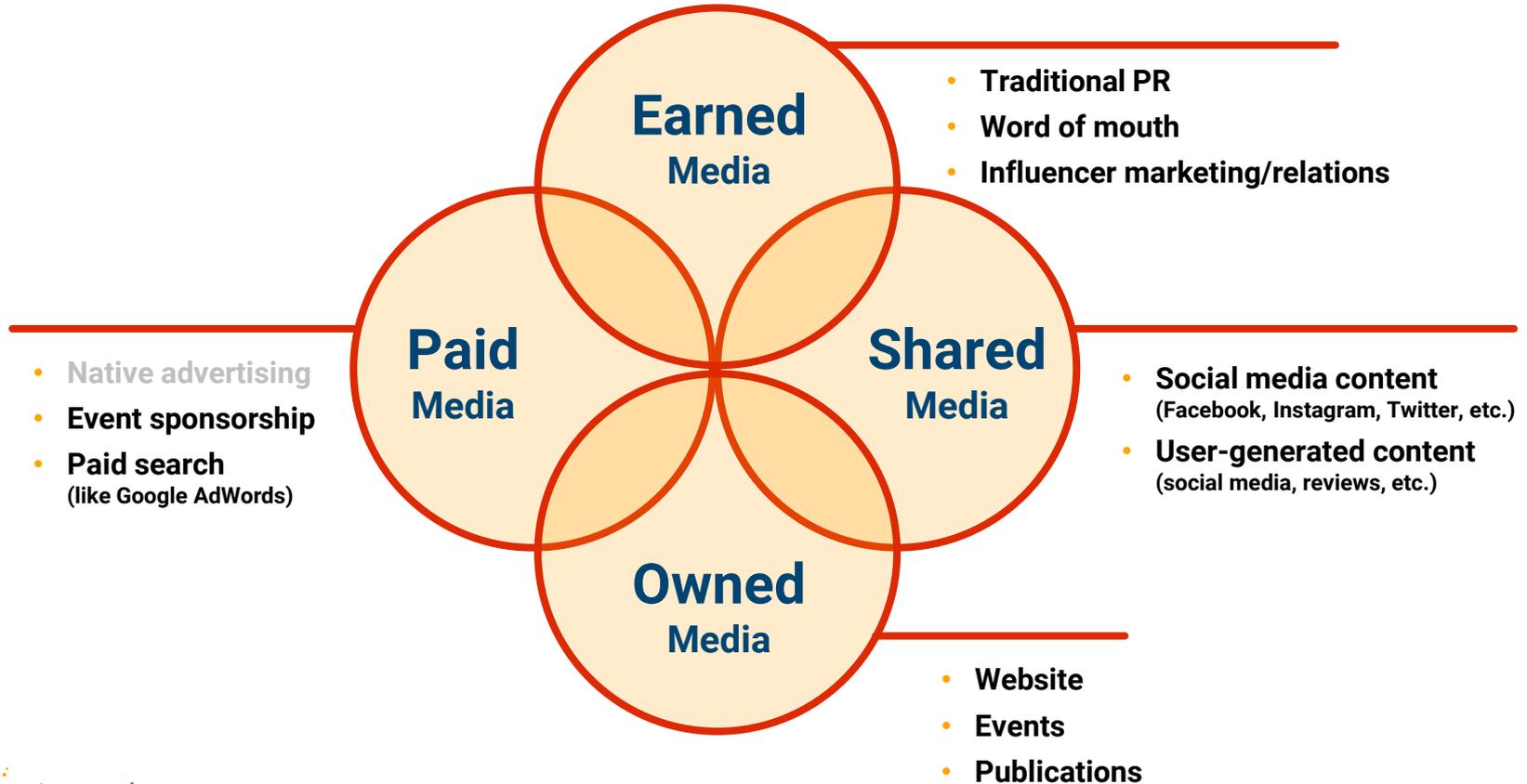


# Those who've received Easterseals services give it a strong Net Promoter Score (NPS) – we need to equip and activate them

Net Promoter Score (NPS) is an indicator of brand loyalty



# Prioritizing our marketing and communications mix



# Chat/Discussion

- **What resources would you like to see come out of this initiative?**

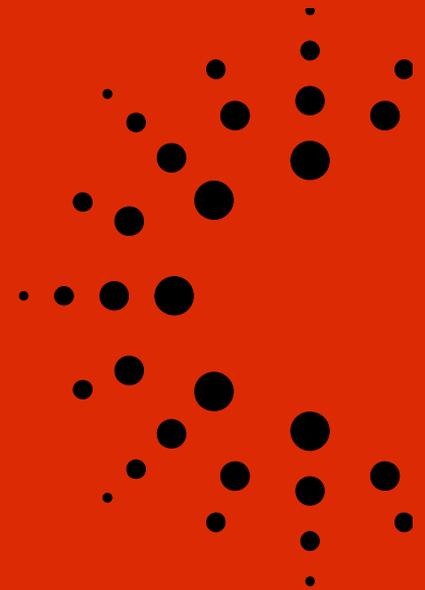
∨ Zoom Group Chat

From Me to **Everyone**.

**Text**

**Immediate Action Items**

**Next Steps**



## Next steps

- **Brand research implications workshops**
- **Post-workshop survey to Affiliate CEOs**
- **Brand strategy refinements and action plan development**
- **Board recommendations**
- **Final refinements and delivery**