



BRAND MESSAGING

Your brand is your story. It defines how people feel when supporting you, whether as clients, donors, volunteers, or employees. In other words, while the tangible delivery of your mission is extremely important, the results of your mission - how it makes people feel - is the secret sauce that encourages ongoing and growing support.

Defining and telling your brand story is not easy, but it's important, and can actually be fun! It's a collaborative process driven by CoverlyPro with your team's active involvement. We lead you through a series of exercises - yes, *there's even homework* - to develop the key core competencies of your brand.

WHAT YOU GET

- ✓ Bi-Weekly Meetings
- ✓ Brand Core Competencies
- ✓ Logo Development (if needed)
- ✓ Corporate Standards Style Guide (if needed)
- ✓ Branded Collateral (i.e. letterhead, business cards, etc.) (if needed)

YOUR MARKETING INVESTMENT

\$9,750 – \$19,250

