eliminating racism
empowering women
ywca
YWCA is on a mission.
AND WE HAVE A BRAND. STRENGTHENING OUR BRAND WILL HELP US ACHIEVE OUR MISSION.
HOW DO WE STRENGTHEN OUR BRAND?

INCREASE CLARITY.
RAISE VISIBILITY.
BE MOTIVATING.
BE RELEVANT.
BRAND COMMITMENT

ELIMINATING RACISM.
EMPOWERING WOMEN.
BRAND POSITION

DIMENSIONS OF BRAND YWCA.
Brand Position 1:

ACTIVIST
CREATING CHANGE
DEFINING OUR FUTURE
PROVOCATIVE
ENERGY OF YOUTH

Characteristics:
• Courageous
• Urgent
• Energized
• Motivated

IN THE STREETS

Brand Position 2:

PILLAR
STRENGTHENING COMMUNITIES
BUILDING ON OUR LEGACY
DELIBERATE
WISDOM OF AGE

Characteristics:
• Authoritative
• Thorough
• Strategic
• Measured

IN THE NEIGHBORHOOD
POSITIONING AND COMMUNICATING THE YWCA BRAND.
INCREASE CLARITY

HELP PEOPLE EASILY UNDERSTAND WHAT KIND OF ORGANIZATION YWCA IS. SIMPLIFY AND INFORM.
INCREASE CLARITY

- INCREASE CONSISTENCY
- PRIORITIZE/CATEGORIZE CONCEPTS
- LIMITING CONCEPTS & REPEATING
YWCA IS ON A MISSION: ELIMINATING RACISM, EMPOWERING WOMEN, STANDING UP FOR SOCIAL JUSTICE, HELPING FAMILIES AND STRENGTHENING COMMUNITIES.
INCREASE VISIBILITY

BRIGHTEN SIGNALS.
STAND OUT. BE ICONIC.
INCREASE VISIBILITY

- PROACTIVE & RESPONSIVE
- LEVERAGE CHANNELS & INFLUENCERS
- OWN/SHAPE NARRATIVE
A passionate speech by Patricia Arquette at the Oscars calling for equal rights for women - http://www.cbc.ca/.../patricia-arquette-devotes-oscars-accept...

Patricia Arquette devotes Oscars acceptance speech to equality for women and the internet loves it
Meryl Streep's reaction wins the internet.
CBC.CA

@melindagates @mayrahhs @laborsec
@usagov @vanjones68
BE MOTIVATING

SHOW COMMITMENT TO MISSION, ROLE IN THE COMMUNITY AND HOW TO ENGAGE.
Randy Petersen founded FlyerTalk, the Web's largest frequent-flier community, in 1995 and sold it in 2007. He now runs MilePoint and BoardingArea, two more sites focusing on the ins and outs of air travel. His advice comes from hard experience, so hear him out.

middle years as a traveler, you stop thinking you're invincible. It's OK to spoil yourself along the way. Every time I see one of those half-hour massages at the airport — here's my money, get me going. A familiar environment where I'm not fighting for power outlets is worth it. Cokes cost eight bucks in the terminal, anyway.

so. Frequent fliers like me don't pay $25 per bag anyway, so I might as well take advantage. I want to ensure I'm getting the most out of my benefits.

Arrive hungry. On board, food just doesn't interest me. I've never seen it executed well on a long-haul flight, anyway.

you'll be fulfilling your highest responsibility to yourself and your family — and to the economy. That's the Savage Truth.

Terry Savage is a registered investment advisor, blogger and the author of four best-selling books. Terry responds to questions on her blog at TerrySavage.com.
BE RELEVANT

CONNECT TO ISSUES, SHOW IMPACT OF WORK AND HOW IT RELATES.
BE RELEVANT

SHOW IMPACT

BE CONNECTED

SHOW ASSOCIATION
STRENGTHEN IDENTITY.
eliminating racism
empowering women
ywca
Understanding the Role of the YWCA to Eliminate Racism

**HERE’S HOW WE WORK TO ELIMINATE RACISM EVERY DAY:**

Understanding the Role of the YWCA to Empower Women

**HERE’S HOW WE EMPOWER WOMEN EVERY DAY:**
NAME POSITIONING

"THE YWCA" (PLACE)

"YWCA" (IDEA)
CONTEXTS
GET NOTICED.
WORKING EVERY DAY TO EMPOWER WOMEN.

JOIN THE MOVEMENT.

eliminating racism empowering women

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WORKING EVERY DAY TO ELIMINATE RACISM.

JOIN THE MOVEMENT.

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THIS IS WHAT REAL CHANGE LOOKS LIKE.

JOIN THE MOVEMENT.

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BE CONFIDENT.
THIS IS WHAT REAL CHANGE LOOKS LIKE.

JOIN THE MOVEMENT

YWCA IS ON A MISSION: ELIMINATING RACISM, EMPOWERING WOMEN, STANDING UP FOR SOCIAL JUSTICE, HELPING FAMILIES AND STRENGTHENING COMMUNITIES.

SEE YWCA IN ACTION
This is how communities are strengthened.

Find Your YWCA

YWCA is on a mission: eliminating racism, empowering women, standing up for social justice, helping families and strengthening communities.

See YWCA in action
A NEW GENERATION OF LEADERS Emerge.

WE’RE ALL IN THIS TOGETHER.

STRENGTHENING LAWS.

OUT OF POVERTY TO FINANCIAL FREEDOM.

IDENTIFYING DISCRIMINATION.

GET LOUDER.

COURAGEOUS WOMEN ON THE MOVE.

150 WOMEN. 150+ YEARS.
WE’RE ALL IN THIS TOGETHER.

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READ MORE

A NEW GENERATION OF LEADERS EMERGE.

STRENGTHENING LAWS.

150 WOMEN. 150+ YEARS.

OUT OF POVERTY TO FINANCIAL FREEDOM.

IDENTIFYING DISCRIMINATION.

GET LOUDER.

COURAGEOUS WOMEN ON THE MOVE.
MAKE A **STATEMENT.**
Reach Higher

YWCA

POWER

WOMEN IN THE LEAD
BRAND THE SOLUTION.
eliminating racism
empowering women
ywca

JOIN THE
MOVEMENT.
YWCA.

YWCA
POWER
WOMEN IN
THE LEAD
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join the movement.
ywca.
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