



Brand Positioning Statement

9/29/16

Version 1.2

Branding Goals

Each goal of our branding work is distinct, but all rely on the successful, integrated communication of MYEF's position and attitude through the content, style and delivery of our communications.

MISSION

Help focus the program by clarifying goals for clients and stakeholders [community, leaders, funders].

FUND RAISING

Make MYEF – and the long-term rewards of its continued success – visible and understandable to potential patrons.

AWARENESS

Show the Jewish community the work that's being done by MYEF, to make sure the families that need us know we're here.

Position

Our Position is how we think of ourselves – the image we want to put out to the world in terms of product, attitude, design, experience. Our Brand, on the other hand, is what the world thinks of us as a result of their experience with our communications, products and service. The sweet spot is when our Brand matches our Position.

MYEF alters the trajectory of the lives of Jewish youth at risk for negative behaviors as a result of growing up in a single family home. Our work is key to fostering emotional and spiritual health in these youth as they transition to teenagers and adulthood.

What do we do?

These four descriptions of “what we do” reach deeper levels. All are true... but which answer is the right one to use in any given situation?

We help children and young teens deal with the trauma and stress of a "broken" family through a combination of clinical and social methodologies.

We lessen the likelihood that they, as children of broken homes, will become teens at-risk for drug use, homelessness, and a host of social problems later on.

We strengthen their connection to their religious heritage by helping them and their families.

We build a stronger Jewish community by accepting and assisting these families.

Why we're needed

The justification for our organization should be so clear to us that it is easily expressed in any situation. It is vital to be fluent in this regard.

We see our need on four levels.

FOR THE YOUTH

All young people – even those in troubled homes – should have the tools to live stable, purposeful lives.

FOR THE FAMILIES

Single parents should get the help they need in from clinicians who understand their challenges.*

FOR THE COMMUNITY

When our young people are healthy and making good life choices, our communities are healthier.

FOR THE DONORS

Donors will come to recognize the importance of giving to help protect this generation of kids, helping them to avoid the much greater problems later on life.

*See page 12 for thoughts on services to parents.

Why we're needed [2]

Paraphrased from the words of
Rabbi Attar.



According to secular studies, kids from single parent homes are **5 times more likely** to develop at-risk behavior as an adolescent.

In the Jewish community, that translates to a huge number of kids from single parent homes that will go off the derech and suffer all kinds of problems in their teens. *Preventable* problems.

These kids need more than chesed and a friendship. There is a lack of stability and emotional scarring from the divorce/separation/death/prison and the constant struggle of daily life must be addressed – **and as soon as possible.”**

Differentiation

How our organization is different from others, in a way that makes potential supporters excited about what we're doing.

Nobody does what we do.

We are clinical in nature, not an "after school" program. Our activities have the *chochmah* of a clinical director and trained clinicians.

Our work helps more than the youth in the program: it helps the parents, extended family and community.

Our goal is to eliminate the youth's need for future interventions by fostering healthy behavior now.

When we take a kid into the program, he or she becomes our kid. We truly partner with parents.

Philosophy

The argument for MYEF is a three fold one. All three statements make the point for our existence.

1. It's not enough to give these kids something to do. There are issues arising from their living situation that have to be professionally addressed.
2. It's not enough to put them in therapy. They need to feel part of a larger family. They need normalcy.
3. What works is the combination: a program of activities that are backed by clinical work.

Scriptural Support

Elevator Pitch

This is the short pitch that opens the doors to funders.

To raise kids today that are healthy and stable, that will avoid the risks of dissatisfaction, drugs, and the street, one parent may not always be enough.

Programs

While each program or service is different, they all work together to a common goal – to support the youth as a parent would.

AFTER SCHOOL PROGRAMMING

Group mentoring, homework help, activities. Transportation provided.

INDIVIDUAL MENTORING

30 to 45 minute sessions followed by dinner and supervised games.

OFF-SITE SUPPORT

Help kids to attend and succeed in summer camp. Work with schools to help with behavioral issues.

YOMIM TOVIM & HOLIDAYS

Programs for when families are most vulnerable. Chol HaMoed trips, yom tov clothing, etc. Large scale Chanukah & Purim events.

PARENTING CLASSES & MENTORING

Both group and individual sessions to empower single parents.

BIG SISTERS

High school volunteers that work with girls during activities.

Programs (focused)

This is an attempt to boil down the program areas into a more digestible [for funders] three areas. All three areas – the three legs of the tripod – are overseen by our clinical director.

THE CLUB

To include all the after school programming, Big Sisters, Yom Tov, parties – social programs that are clinical in nature.

MENTORING

The individual attention we give to the kids, to include clinical sessions, as well as support in their school and camp.

PARENT SUPPORT

To include all group and individual sessions for parents.*

*See next page for thoughts on services to parents.

On the Parents

We have spoke briefly about the need to downplay the programs for parents due to the potential barriers this area can raise to potential funders.

Let's remember that programs for parents signal a few things:

- MYEF is much more than after school care – we are treating family issues.
- The fact that the parents are willing to come to parenting classes, meet with their kids' therapists, use out hotline, etc., will make some funders *more likely* to provide assistance.
- Our parent programming helps keep the parents closer to the community. Their involvement with their Yiddishkeit is the single most important thing we can go to keep the children close.

Others

These three examples – there are surely many more – run a range of warm and fuzzy to legalese, from profession to homespun. I suspect our brand should be a balance.

<p>Frum Divorce http://www.frumdivorce.org A community of experts and volunteers that provide support groups, community lectures and popular events to help Jewish parents and children to overcome the trauma and loss of divorce.</p>	<p>Very professional, but with a hard, adult twist. More lawyerly than friendly. Anyway, the only programs for youth here are only as an adjunct to their work with parents.</p>
<p>Sister to Sister http://www.sistertosisternetwork.org A comprehensive resource and support network for Jewish divorced women, focusing on the needs of single mothers and young divorcees.</p>	<p>Extremely well thought out and executed website. The copy and the presentation is comforting without being soft. Great branding, and it convinces me the program is really good.</p>
<p>Banana Splits http://www.bananasplitsresourcecenter.org An ongoing therapy support group for children, its goal is to help young people deal with the complex issues surrounding "divorce, separation and new relationships."</p>	<p>The Resource Center is a good model... it is designed to help any school or institution start their own Banana Splits program based on the core principles and methodology. The brand is nonexistent.</p>
<p>Manhattan Jewish Exp. https://www.jewishexperience.org A community of older teens and young adults, making the Jewish thing cooler.</p>	<p>Pretty forward looking 2016 branding. Good, clean, if a bit predictable.</p>

Challenges

FALSE IMPRESSION

This is a low priority mission, namely helping youth from single parent homes. ["They have homes. What's the problem?!"]; All our kids are from abusive or impoverished families.

SOLUTION

Publicize success stories online, in PR and ads with real kids from decent families. Focus on long term results of inaction, and of our successes.

FALSE IMPRESSION

This is just an activity group for kids.

SOLUTION

Communicate the clinical aspect of the program. We are about growth, not maintenance. We are combatting the "5 times" problem.

FALSE IMPRESSION

MYEF is a free baby sitting service.

SOLUTION

Strengthen parent involvement [more whole-family events, more communication like progress reports] in order to keep the parent engaged. Expanding parent programming could also help.

Name

The name “My Extended Family” is warm, but may not convey enough professionalism [this is an opinion, not a fact]. Also, I am not so comfortable with the name of the organization being from the kid's point of view ["My..."]

"Extended Family" is much stronger, but is a conflict with an existing organization.

The acronym “MYEF” is also difficult... it is close enough to be pronounceable, but not quite. That means I get stuck between reading it and saying out the letters.

Obviously, inventing a new name a year into the program is a major deal. The challenge here is to balance your "name equity" with the most effective solution going forward.

Like the old Chinese proverb: "The best time to plant a tree is 20 years ago. The second best time is today."

Logo



Regardless of name change, logo should be revisited to reflect a more professional, durable program, while retaining the warmth of the organization. Suggested new logo:



Color



Strategy (overall)

1. Succeed with youth.
2. Document our successes*.
3. Create portable version of program for duplication in other communities.
4. Invite targeted individuals to become a part of our success.

*We find as many places as possible to tell our story in paid (advertising and collateral) and unpaid media (PR, human interest stories).

Strategy: Fund raising

The “Why”: Why major funders should give to us when there are plenty of orgs that need their money.

A pitch for MYEF should be made with these ideas in mind:

- Children from broken homes are **5 times** more likely to have problems later on.
- Our communities need every child to grow up healthy.
- The epidemic of lost or disaffected youth is most effectively fought before they're teenagers.
- Financial gifts enable us to subsidize membership. Single parent families are often struggling, and can only pay a fraction of the cost of the program.
- Regardless of how you feel about the parenting, it's not the child's fault. **Every kid deserves a chance.**

Strategy: Donors

If you could reach them, the most likely donor would be an **adult child of divorce** or a **divorced family member**.

The difficulty in identifying and reaching these adults indicates that general fund raising communications should not be aimed in that direction. (However, there should be a plan in the pocket for meetings with such individuals when they are introduced to us.)

Instead, fundraising should be focused on donors who fund kiruv and Jewish continuity in general, and youth programs in particular. The message to them is this:

Through no fault of their own, these kids are at a **5-times** greater risk of being lost to their heritage, and suffer from involvement with drugs, homelessness and other problems. We have them now: as young people we get them on a healthy trajectory toward a stable, purposeful life.

Strategy: Communications

Brochure • A leave-behind for meetings with major gifts people and potential clients.

Social Media campaign • Make sure FB is current and relevant. Dedicate manpower and/or funds to touch social media every few days, or weekly at the least.

Website • Consider a stand alone website, especially if program is to be duplicated for other communities. Be much more selective on images shared on the site.

PR • Look for prominent placements for stories about activities and student successes.

Posters • Not sure why, but I like the idea of cool posters in activity areas.

Video • As soon as budget will allow, think about a professional but warm (and short!) video.

Strategy: Tool kit

Develop a file of stories and images that can be used when needed for communications and support.

- Concise, compelling success stories of MYEF participants.
- High quality, professional photography. Not glossy and staged, but real and emotional. Requires a real photographer.
- Press releases and ready-to-go articles that can be adapted and sent out at a moments' notice.

Metrics

Success in youth services is notoriously hard to measure. When a kid does better in school, or in social interactions, how much can MYEF take credit?

This is why communications tools such as a video are good for you. They are by nature anecdotal, which is pretty much all you can claim.

Within that context, though, you will be able to talk about solid accomplishments, in grades, shul attendance, avoidance of old habits, etc.

Random thoughts

One liners that sometimes develop into an ad or brochure headline.

Whatever it takes.

One parent may be one too few.

Filling in the gaps.

Not every emergency is a raging fire.

Our youth are the low hanging fruit – that is, it is much easier to keep them in the community than to get them back.

We are about growth, not maintenance.

Compare the cost of sponsoring one youth in the program vs the cost of "saving" that same youth.

It's not their fault.

Use the expression "5 times" as in 5 times more likely.

Slogan concepts

While slogan writing is a project in itself, a few ideas occurred to us to get us started.

Build a child, build the world.

The one-parent solution.

One parent may be one too few.

Filling in the gaps.

Change their direction. Change their lives.

Toward a purposeful life.

Brand Keywords

Please... add or take away words:

MISSION

hope

vision

generations

build

attachment

purposeful

stability

PROGRAMS

professional

empowering

relevant

engaging

modern

mentor

family

clinical

Brand Tasks

Review brand

Develop communications plan

Develop fundraising strategy

Naming and identity; slogan

Create collateral

Build website

Make video

Identify supporters

Identify PR targets

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