

Anchor Center for Blind Children

Branding a Mission to Overcome Obstacles



- Positioning/Brand Strategy Development
- Key Messages
- Marketing Support
- Graphic Standards

The Challenge:

Anchor Center for Blind Children, founded in 1982, is a nonprofit organization dedicated to providing early intervention and education to blind and visually impaired children in Colorado. Recognizing that it had outgrown its current leased facility on the Clayton Campus in Denver, the organization undertook a successful \$7 million capital campaign to construct a new building. Anchor Center's leaders understood that the new home for Anchor Center would present a host of new opportunities and challenges to the organization and would push the Center into a growth mode for which they felt unprepared.

The organization's primary challenges were a lack of a strategic plan, board governance issues, no formal brand identity and no clearly understood key messages.

From a branding perspective, the organization identified the following issues that the brand was to address:

- How to move from being well trusted by the core group it serves to having a larger community presence
- How to gain recognition for the skilled staff, specialized knowledge and uniqueness of the center and assume more of a leadership position nationally in its field
- How to communicate clearly and powerfully about the work of the Anchor Center and the impact it has on the children and families it serves.

The Solution:

Working collaboratively with a strategic planning partner, we provided comprehensive consultation, facilitation, assessment, recommendations and coaching services to help Anchor Center prepare for its future. The project included the following components:

- Organizational Assessment
- Board Assessment
- Board Retreat Facilitation
- Interviews with a broad spectrum of stakeholders
- Competitive Analysis
- Leadership Analysis
- Strategic Planning Retreat Facilitation
- Brand Audit
- Key Message Platform and Marketing Recommendations

The Results

The board and staff endorsed the strategic and marketing plans and committed to significant organizational change. Highlights of the work included:

- Developing a formal positioning statement and message platform for the organization which included:
 - Formal Positioning Line
 - Top-Tier Key Messages
 - Audience-Specific Messages for parents, donors and the community
 - Revised logo colors and graphic standards for the organization.
- Developing top-tier marketing recommendations, which included:
 - Leveraging strategic partnerships
 - Enhancing community presence
- New mission, vision and values statements
- Adopting a three-year strategic plan that addresses critical issues facing the organization including:
 - Public Positioning
 - Programming
 - Finances
 - Human Capital
 - Organizational Operations

- Addressing and clarifying key goals to support the sustainability of the organization, including:
 - Succession Planning
 - Clarifying staff roles and responsibilities
 - Volunteer engagement
 - Strong board-staff relationships

Impact

In 2007, Anchor Center for Blind Children celebrated its 25th anniversary with the opening of a unique teaching facility designed specifically for the learning style of children with vision impairments. The organization has renewed self-esteem and an inspired, energized, focused and more clearly aligned staff and board. Externally, the organization is in its strongest position ever to attract, retain and grow funders, volunteers and partners. Finally, Anchor Center for Blind Children has a clearly charted vision, endorsed and supported by board and staff, to set the standard as a nationally recognized leader in early developmental education and support services for young, visually impaired children, their families and the professionals who serve them.

Anchor Center for Blind Children received full-page, front-page coverage in the Rocky Mountain News on September 5, 2007 regarding the opening of its \$7 million facility.

Please visit: www.anchorcenter.org to witness the brand in action.