

## Metro Volunteers

### Transforming Communities through Volunteerism



- Research
- Positioning/Branding
- Marketing Support

#### **The Challenge:**

Formed in 1994, Metro Volunteers offers a number of programs and services aimed at building the effectiveness of Denver's nonprofit community and connecting people with volunteer organizations. After undergoing a strategic planning process, Metro Volunteers sought to position itself as the resource for volunteerism in Denver. To accomplish this goal, the organization needed to discover its brand essence and chart a path to leverage its brand to play an increasingly vital role in the community it serves.

#### **The Solution:**

We undertook an extensive brand planning process in order to provide Metro Volunteers with a new positioning, key message platform, and brand strategies. We incorporated the following components into our work:

- Brand equity analysis
- Brand position options and strategies
- Competitive landscape research and analysis
- Review of key target audience needs and wants
- Review of organizational value offerings/features/benefits (by audience)

- Brand personality/tonal descriptions
- Review and critique of Metro Volunteers marketing materials
- Developing and packaging of final positioning line/brand traits into final strategic document

**The Results:**

Our brand solution was embraced enthusiastically by both board and staff, and both groups committed to the action items we recommended in order to bring the brand to life.

The new Metro Volunteers brand included these components:

- New Position: A leading advocate for the power of transformation through volunteerism.
- New Brand Personality: Inspiring, Guiding, Powerful, Intelligent
- New Tagline: Change Yourself. Change Your World.
- New Graphic Standards: To ensure consistency in all communications
- New Marketing Material Templates: To make it easy to create necessary marketing materials
- New Marketing Plan: With recommendations on how to implement the new brand strategy

**Update:**

Following completion of the brand project for Metro Volunteers, the organization made great strides in increasing its funding and elevating its impact in the community. Over a two-year period:

- Staff increased 100 percent, to 12 from six.
- Operating budget increased 15 percent in one year, and 42 percent over three years.
- Organization implemented the most successful fundraising event in its history, exceeding revenue projections by over \$30,000.
- Reach of organization grew by 25 percent in one year, with some 125,000 prospective volunteers receiving information on volunteer opportunities in 2007.
- Individual giving donations increased by 228 percent to \$27,205 from \$8,300.

**Please visit: [www.metrovolunteers.org](http://www.metrovolunteers.org) to witness the brand in action.**