

Your Brand, Your Values



# You will leave with an understanding of...

- Why is it important that your brand and values align
- The components of a robust brand
- How to use your brand as a launch point for engagement



# Where we started



CHICAGO



# Our Strategic Challenges



- What do we do?
- Referred to as the “best kept secret”
- How Jewish are we?
- House of brands or branded house?

# Rebrand process

Discover	Develop	Design	Deploy
Brand audit Research Interviews and surveys Competition review SWOT analysis	Attributes & values Key message Position statement Brand vibe & essence Tone & voice	Brand mark Logo Color palette Typography Imagery Sub-brand architecture	Internal training Website Email Social media Print materials Signage Presentations Ads

# What we learned in the discovery process.



**Developing our values and attributes helped to clarify our intended impact.**



JVS Boston slides will go here.

A case study and deeper dive into in how JVS Boston has been determining how to keep the “J” in JVS and connect the rich history and values of the organization to their work.



## Jewish Values

### Responsive

Efficient  
Proactive

### Expert

Outcomes-driven  
Driven to excel

### Person-centric

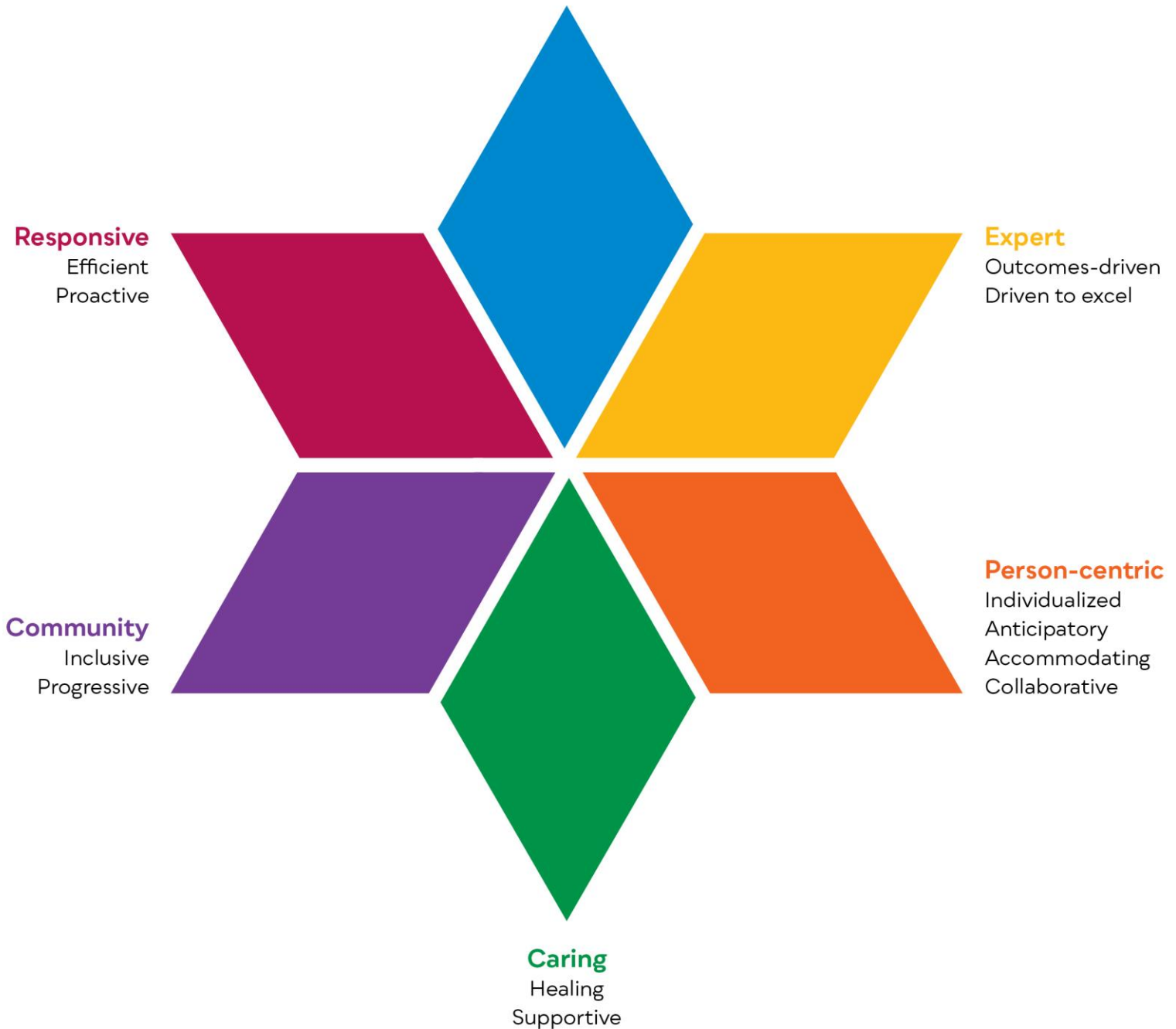
Individualized  
Anticipatory  
Accommodating  
Collaborative

### Caring

Healing  
Supportive

### Community

Inclusive  
Progressive





**JVS CAREER &  
EMPLOYMENT**

**HIAS  
IMMIGRATION  
& CITIZENSHIP**

**INTEGRATED  
PEDIATRIC  
THERAPIES**

**KNAPP  
SCHOOL  
& YESHIVA**

**VIRGINIA FRANK  
CHILD DEVELOPMENT  
CENTER**

**RESPONSE  
FOR TEENS**

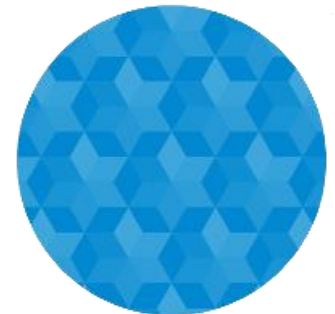
**DUMAN  
OPPORTUNITY  
CENTER**



**JVS CAREER &  
EMPLOYMENT**



**JCFS CHICAGO**







# Taking it a step farther

## **PART 1** (JCFS Chicago):

With your brand vibe and essence in mind, determine your organization's values. We will have a list of words to consider when thinking about values. (We could have a word cloud slide for sample words to get people started.)

## **PART 2** (JVS Boston):

Apply the values to programs and services in their organization. Show them how people are inspired to support your agency when they can see their Jewish values reflected in the specific work being done.

Example: For a person who feels strongly about justice, you can engage them with a specific service that provides advocacy for those that can't advocate for themselves, focusing on the alignment of that service with their own core values.

Questions?