



## campaign information

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**Local Focus. Lasting Impact.™**

Unified Nonprofit Sector Messaging  
for Northeast Florida



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*“Once we identify what we have in common, we can assert our collective power to make meaningful change in our community.” - Robert Egger*

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# about the campaign



**Rather than passively accept a future shaped by outside forces, nonprofit and local community leaders came together to define a vision and strategy for change. They set in motion *Moving Forward Together*, a multi-year plan to develop strategies, tactics, and tools to unite and strengthen Northeast Florida's nonprofit sector.**

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As part of the effort, the Nonprofit Center of Northeast Florida (Nonprofit Center) was asked by nonprofits to develop a sector-wide message that describes the work and value realized by the community. The request was for a message idea that all nonprofits could use to increase awareness among elected officials, the media, and the public to encourage support the work of local nonprofits.

In developing this message, the Nonprofit Center fielded a multi-step research project to understand the thoughts, opinions, and emotions of the public. These focus groups, interviews, and online quantitative study identified two key ideas: the public values nonprofit work within our local community, and they trust us most to achieve lasting change.

**These insights became the strategic core for the creative expression of the idea, the campaign message to be used by all nonprofits.**



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Even the design of the logo incorporates the idea of collaboration and collective action. The two “L” brackets are combined with a plus symbol to reiterate the words “local and lasting”. The bracket and logotype create the logo.

To correctly use the logo and its elements, please refer to your Brand Guidelines booklet. Included in the Brand Guidelines is how to use the logo within the marketing materials presented by your organization.

## ABOUT THE CAMPAIGN

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**The Public Attitudes Study provided keen insights that led to the development of the Local Focus. Lasting Impact.™ campaign and identified two messages that are highly relevant and resonate most deeply.**

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- The Public Attitudes Study indicates that out of 11 types of organizations, respondents were most likely to trust nonprofit organizations to take action on issues (84%).
- Across all sub-segments of the public audience the most motivating statement is local nonprofits are uniquely qualified to address local problems because of their ties to the communities they work in (63%).

*Further, the public believes:*

- Our community would be a better place to live if more people gave money or volunteered to help nonprofits (77%).

*The highest “Most Strongly Agree” statements clearly identify communication imperatives for all nonprofits:*

- Nonprofits would get more support from the public if they could show how effective they are (85%).
- I would be more likely to support a nonprofit organization that could show me the return on my investment (64%).

## CAMPAIGN INSIGHTS

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# helping your organization



**When your organization, and all nonprofit sector members, consistently present facts and outcome impact individually and collectively we will achieve these positive results:**

- Individuals in Northeast Florida more readily identify their favorite local nonprofit
  - Per capita giving increases
  - More people volunteer and advocate
  - More people locally have their daily and long term needs met
  - Policy makers develop and pass better civic policies
  - The impact of the nonprofit sector stimulates new business development
- .....

## **It's Easy: Here's How to Incorporate the Campaign Message**

This is HOW YOU TELL your story. Here's what people want to know:

- Your organization is helping the local community with specific challenges
- The facts: statistical data that supports the efficiency and effectiveness of your organization
- How these outcomes are making a positive, long term impact in the community

*Example:*

**Local Challenge:** "Brighter Future Nonprofit" taught 50 Springfield 5-6 year-olds to read at a first grade level in this fiscal year. This is 12% higher than the annual objective of 44 children.

**Effectiveness/Outcome:** The organization accomplished this at a cost that is 10% less per child than a for-profit childcare service.

**Lasting Impact:** These 50 children will enter first grade with strong reading skills which translates to the basic foundation necessary for immediate academic success. Without this reading program, these children would continue the cycle of falling rapidly behind due to poor reading skills. Academic success of these 50 children will contribute to higher high school graduation rates, higher numbers attending college or vocational training, resulting in a more educated and stronger local labor force.

## **HELPING YOUR ORGANIZATION**

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# nonprofit campaign kit



**The Nonprofit Center, working together with The Community Foundation for Northeast Florida and leveraging the work of the Moving Forward Together initiative, is providing an expanded Local Focus. Lasting Impact.™ Campaign Communications Kit featuring new and exciting elements.**

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The materials will be on the Nonprofit Center website. You may also stop by the Nonprofit Center office and pick up a flash drive while they last.

## **The Campaign Communications Kit**

- A new video for the nonprofit sector telling the Moving Forward Together story
- A new PSA that will inspire the public and direct them to look for the **Local Focus. Lasting Impact.™** logo
- Campaign Brand Guidelines
- **Local Focus. Lasting Impact™** logo files for electronic and printed materials
- The Public Attitudes Study (PDF)
- The 2012 State of the Sector (PDF)
- A **Local Focus. Lasting Impact.™** campaign poster template
- Window clings (6x4) are available in limited supply at the Nonprofit Center. Contact Jessica Fields at [jfields@NonprofitCtr.org](mailto:jfields@NonprofitCtr.org) to request some or inquire about different sizes.

## **NONPROFIT CAMPAIGN KIT**

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# collaboration opportunities



## **TheNonprofitLink.org**

TheNonprofitLink.org website is your online guide to local nonprofits and is an extremely valuable asset for your organization. Use The Link to help better serve your constituents, find potential partners for collaboration, and provide the public with information about your organization. Be sure your organization is listed and information is reviewed quarterly.

New information, such as program updates, organization needs, and success stories, can be highlighted on The Link. Take advantage of this opportunity to increase the reach and frequency of your messages.

## **WeGive.org**

WeGive.org is an online shopping destination promoting giving to a specific project. The opportunity to identify a charitable nonprofit and a special project is especially meaningful for donors. Donors feel smarter when given information that tells them exactly how their dollars will be spent and what the impact will be.

Update your existing WeGive.org projects, or post a new one, to incorporate the **Local Focus. Lasting Impact.™** communication message. This will help your organization maximize the power of each message.

## **National and International Organizations' Headquarters**

Our community is fortunate that Northeast Florida is headquarters for several national and international nonprofit organizations. The **Local Focus. Lasting Impact.™** campaign is equally appropriate for these national and international organizations and we encourage them to incorporate the campaign message in their communications.

## **Existing Local Collaborations**

If you are currently working with other organizations in a collaborative manner, use the **Local Focus. Lasting Impact.™** messages and logo to raise the awareness of that collaboration. This will demonstrate to the community that nonprofits are effective, innovative and work together often.

## **COLLABORATION OPPORTUNITIES**

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# frequently asked questions



**Q** Our organization has a strong brand campaign. Why would we want to change that for the same message everyone else is using?

**A** **Local Focus. Lasting Impact.™** is a message idea and a way of presenting information that should be incorporated into all your organization's communications. Research has indicated this concept is relevant and motivating to audiences. The strength of the **Local Focus. Lasting Impact.™** message idea is that it adapts to every organizations' brand campaign.

**Q** Why should our organization use the **Local Focus. Lasting Impact.™** logo?

**A** The Nonprofit Center will be working to help generate broad awareness of, and affinity for, the campaign message and the logo. Our objective is to generate logo recognition. This will help reinforce that an individual nonprofit is legitimately, diligently, and effectively helping solve local problems that are important to the immediate and long term health and vitality of our communities. Think of this logo as a badge of approval for your organization. A badge that builds trust in and support for your organization. Of course it is up to your organization to insure this badge of approval is backed by your actions. Working together, the power of the logo increases with the number of nonprofits that use it, building recognition, relevance, and importance over time.

**Q** We're still not sure about this. Revising all our materials is time consuming and expensive. Can we take small steps?

**A** No one is demanding you have to change everything tomorrow. However, with a low cost, more compelling way to tell your organization's story, we think you'll want to make this a priority.

- Electronic communications are relatively easy and inexpensive to change, especially if you have an internal resource completing this step. Review your copy and insure it incorporates the LOCAL problem solving and how your work is having a current impact and how these outcomes will have a positive, lasting impact for the community. Include facts and figures to support your stories and statistics. Include the **Local Focus. Lasting Impact.™** campaign logo in all your electronic communications, including email and social media.
- When you need to create new material, or reprint existing material, review this information guide to insure you are using the **Local Focus. Lasting Impact.™** message idea. Adapt as you did with your electronic messages. Include the **Local Focus. Lasting Impact.™** logo.

**Q** How will success be measured?

**A** The Nonprofit Center is currently exploring options for funding a second wave of the Public Attitudes Study. Ideally we can track results every two to three years. Together we will evaluate and measure our success and determine how to strengthen our messages. Ultimately, we aim to raise per capita giving in Northeast Florida through this campaign, and we will be monitoring the amount of charitable donations going forward.

## FREQUENTLY ASKED QUESTIONS





# quick 10 checklist



- 1 Show the campaign development video to your staff, board members, donors, and volunteers to help them understand the reasons why this campaign is important. Post it on your website. Repeated exposure will be helpful.
- 2 Show the PSA to your organization and post it on your website, YouTube page, Facebook and all social media.
- 3 Encourage your supporters to share the PSA with their friends on their social media networks and spread the message far and wide.
- 4 Review and update your electronic copy first: website, social content, newsletters, press releases, letters to donors, volunteers.
- 5 Update copy and design for printed materials to have ready for reprints.
- 6 If your organization has videos, update them at least to include the **Local Focus. Lasting Impact.™** logo. If you have the opportunity to revise a voice over, do it. Re-release them as new and improved, one at a time, for maximum impact. Ask your supporters to share these videos on their social media connections.
- 7 Use The Public Attitudes Study and State of the Sector documents to find new information that may help strengthen your messages.
- 8 Use TheNonprofitLink.org to find new program partners and include campaign message.
- 9 Include the **Local Focus. Lasting Impact.™** message and logo in all your collaborative programs, services, and projects as well as your your WeGive.org project and encourage your partners to do the same.
- 10 Update your organization's elevator speech and presentations to include how your organization provides local, lasting impact in our community.

## QUICK 10 CHECKLIST



## Nonprofit Center of Northeast Florida

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904-390-3222

## CONTACT

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