

NEXT PAGE BRAND STRATEGIES - CASE STUDY

Veterans Bridge Home

BUILDING A BRAND FOR THE FUTURE

Veterans Bridge Home

Veterans Bridge Home was founded in 2011 with the mission to support Veterans transitioning out of the military.

In 2017, Veterans Bridge Home knew it was time to focus on attracting larger donors and partners as well as reach the broader Veteran community with a stronger brand message.

Ongoing Relationship

Since 2017, Next Page and Veterans Bridge Home have partnered on multiple brand messaging projects including:



4 ANNUAL REPORTS



1 GALA VIDEO



4 END OF YEAR SOLICITATIONS



3 SPECIAL EVENT SOCIAL MEDIA CAMPAIGNS



BRAND PHOTOGRAPHY

"As a relatively small and new non-profit, having Cassandra consult with us has allowed us to receive top-quality communications advice when we need it."

Steve Cole, VP of Advancement

CHALLENGES



The challenges for this re-brand were two-fold: 1) Veterans Bridge Home needed to accurately communicate their mission to attract donors while honoring the diverse Veteran experience. 2) They needed to position the average Veteran story that would incentivize donors without using victimizing marketing tactics.

SOLUTIONS



Multiple solutions were needed for this project. 1) Retire the current tagline of "Stronger Together" which had been used by Hillary Clinton during her 2016 Presidential campaign and replace it with a new tagline "A stronger community. One Veteran at a time," was developed by the Next Team and showed a focus on the core mission of Veterans Bridge Home: to integrate Veterans into the community which is beneficial for all.

2) Establish an ongoing and consistent "brand message" that speaks authentically to the Veterans Bridge Home brand and inspires donors and community partners to support the organization, without victimizing Veterans.

SUCCESSFUL STRATEGIES



Buy-In from Board and Leadership

1

Over a 2-day period, Next Page Brand Strategies discussed and focused on understanding the organizational needs, desires, and struggles with the current messaging.

Development of First Official Brand Book

2

Guidelines were put in place around tone of voice, content to use, and words to avoid in messaging that is "off-brand." This included taking great care and respect to share the honest account of the full Veteran experience.

Additional Brand Initiatives

3

The shift in messaging affected all marketing and branding thereafter, including video production, photography, and ongoing messaging for donations.