

THE CATHERINE FOUNDATION

ONE VOICE KIT



**THE CATHERINE
FOUNDATION**

AMBASSADOR PROGRAM



INTRODUCTION

WHY “ONE VOICE” ?

**Some sing soprano, some alto, some bass and some tenor...
....but it's important to all sing the same song!**

It is vitally important for all ambassadors (aka your “NoiseMakers”) to share accurate and consistent information. Speaking with “One Voice” means that we share the same language, values and communication guidance used by staff and volunteers.

The *One Voice Kit* will provide helpful principles, language, and context to help us speak with One Voice.

As a requirement for being an ambassador, please review and follow the directions in the One Voice Kit to ensure compliance with our guidelines.

AUDIENCES

PRIMARY TARGETED AUDIENCES

- Mothers
- Families
- (Example: Parents or parents to be,

SECONDARY TARGETED AUDIENCES

- Donors
- (Example: Individuals, Churches, Organizations, etc.)

NON-TARGETED AUDIENCES

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- Example: Donors outside the USA
- Example: Donors who don't use social media

PRINCIPLES OF MOBILIZATION

PRINCIPLE #1 TRANSLATE THE MISSION

For example, the mission of The Catherine Foundation is:

“To empower women and families by helping them make informed decisions regarding pregnancy.”

Therefore... translate this to your audience and the specific situation.



SAY “The Catherine Foundation affirms the value of life through compassionate care, resources, education and positive alternatives.”



DON'T SAY “The Catherine Foundation helps pregnant women.”

PRINCIPLE #2 KNOW WHO IS SERVING WHO

In the OurMission example, all constituents (donors, volunteers, and local churches) are involved in helping families in our community. Not just the staff of The Catherine Foundation.

Therefore, communicate this reality. People give to people...not organizations!



SAY “You can be a part of helping men and women receive compassionate care!”



DON'T SAY “We need you to *help us* serve the homeless.” (“us” implies the organization or the staff)

PRINCIPLES OF MOBILIZATION

PRINCIPLE #3 OWNERSHIP

Who actually “owns” your ministry or nonprofit organization?

Unlike a company, a nonprofit organization is not owned by an individual or a group of stockholders. Your organization is “owned” by the stakeholders, who are all the constituents (donors, volunteers and partners).

Therefore... keep your constituents [not the organization] at the center of your communications. Give them a sense of ownership

Avoid: “Owned by” The Catherine Foundation	Prefer: “Owned by” Constituents
“Thank you for helping The Catherine Foundation to ...”	Thank you for helping the families to ...”
“The Catherine Foundation’s program”	“Partner X’s program, supported by The Catherine Foundation...”
“Donor X helped The Catherine Foundation to ...”	“Donor X helped 12 families with ...”
“The Catherine Foundation, with the help of 40 volunteers...”	“40 volunteers, organized by The Catherine Foundation...”
“Help <u>us</u> meet our goal of...”	“Set your goal of serving xx families...”

PRINCIPLES OF MOBILIZATION

PRINCIPLE #4 SHARE YOUR PERSONAL STORY

- Focus on YOUR life-changing experience, NOT statistics, etc.
- Focus on the needs of beneficiaries, not the organization's needs
- Identify with your audience ("I used to wonder if I could make a difference...")
- Don't be apologetic asking for donations — it is a blessing to bless others

PRINCIPLE #5 CREATE A MOVEMENT

- The problem(s) that our mission addresses requires a movement
- People want to be part of something much bigger than themselves
- Team Talk: "synergy... together... united"
- Dream Big: Encourage movement-sized goals
- Invite people into the movement (not just a supporter of an organization)

PRINCIPLE #6 CREATE A CULTURE

- Speak with ONE VOICE
- Make FRIENDS (engage your audience on social media)
- Think / talk LONG TERM (invite audience into the long-term solution)
- Grow your cause's FAMILY (everyone is looking for a place to belong)

SIMPLIFIED

**THE CATHERINE
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SIMPLIFIED **BRAND GUIDE**

MISSION

Our mission at The Catherine Foundation is to affirm the value of life through compassionate care, resources, education and positive alternatives.

VISION

We believe it is our mission to help men and women make informed decisions regarding pregnancy, sexual health, and family. We strongly believe our services should be given out of love, with no judgement and provided to our clients confidentially and free of charge.

VALUES

- Compassionate care
- Non-judgemental support
- Affirm the value of life

BRAND MESSAGE

The Catherine Foundation wants to empower women by helping them make informed decisions regarding pregnancy. There is a placed emphasis on the health & well-being of the woman.

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ONE-LINER

We believe it is our mission to help men and women make informed decisions regarding pregnancy, health, and family.

HISTORY

A pregnant teenage girl inspired the start of the Catherine Foundation. Christine and Pierre Bynum opened their doors to the young girl, and eventually adopted her baby, who was named Catherine.

The Catherine Foundation began in 1983 in the dormitory of a small farmhouse with 55 peer counselors, one part-time director, and a host of on-call resource volunteers.

VOICE

Brand Voice is like our organization's personality. It represents our unique perspective and the values we stand for. Our brand voice should always be consistent and authentic.

It is reflected in:

- the words we use,
- the language we choose,
- the tone we strike,
- the stories that we tell,
- the experiences we create,
- and the interactions we have with our target audiences.

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VOICE

OUR BRAND VOICE IS:

- **Passionate:** Lively, active, evocative
- **Bold:** Courageous, uncompromising, heroic
- **Best-in-Class:** Authoritative, thought-leader, recognized experts
- **Honest:** Credible, respected, reliable
- **Informal:** Welcoming, humble, down-to-earth

OUR BRAND VOICE IS NOT:

- *Dispassionate*
- *Academic / Jargony*
- *Judgmental*
- *Humorous*

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OUR VOICE:

Offer a compassionate embrace to those experiencing unplanned pregnancies by providing love, support and a beacon of hope in their time of need.



NOT OUR VOICE:

Dispassionate: Among other societal trends, the number of homeless persons has increased recently.

Academic / Jargony: Empirical evidence and social science principles indicate a demand for increased protection mechanisms for unhoused populations.

Humorous: Time to show street people some love and laughter — let's help them find new homes while learning some Skid Row jokes!

Judgmental: Well, they probably got what they deserved for their bad habits and choices, but enough is enough....we have to clean up this mess.



YOUR UNIQUE VOICE:

While we encourage you to lean on our voice, this does not mean you can't speak personally from the heart --- in fact, that is often the best way to mobilize people in your own circle!

Think about what motivates you - and share that with others!

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STORYBRAND

Consider the “StoryBrand” formula for telling stories:

Character with problem > meets Guide> who gives plan > call to action = success!

Two common problems you can address as an Ambassador and how to tell the story:

1) Can I really make a difference?

- **The Problem:** I have been concerned about this problem, but it is so big and overwhelming that I don't know if I can really make a difference.
- **Guide:** Ambassador
- **Your Solution:** I felt the same way. Let me share my own experience as a volunteer and why I now feel that I am making a difference.
- **Call to Action:** Click the link below to learn more and get started!

2) Are there solutions that really work? How can I trust this organization?

- **The Problem:** I know the problem is real. But what about the solutions? And how do I know this organization really gets results?
- **Guide:** Ambassador
- **Your Solution:** I can share with you about the unique strategies that our organization uses to get results. Besides my own personal endorsement as a volunteer, I can share how the watchdog groups (GuideStar, Charity Navigator, BBB, etc.) rate our organization.
- **Call to Action:** Click the link below to learn more and get started!

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ETHICAL STORYTELLING

Our organization seeks to honor the dignity of our beneficiaries through ethical storytelling. If you know beneficiaries and want to incorporate their story into yours, please follow these guidelines.

Media Consent Form

To maintain the highest level of integrity, a Media Consent Form is required for any media (ex. photos or videos) and biographical information (ex. names, identifying information) used to share stories about beneficiaries

General Guidelines

- Ask beneficiaries if you have permission to share their story
- It is best to avoid names - or don't use real name
- Tell the whole story accurately to reflect the context
- Dignify the person by not telling details he/she is uncomfortable sharing
- Don't exaggerate the story, sensationalize, etc.
- When the Media Consent Form is required consult with your Ambassador Program Manager

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SOCIAL MEDIA

Required Disclaimer

Our organization supports the participation of Ambassadors in networking and the exchange of ideas. However, as a volunteer, your online presence may be viewed by some as officially representing the organization.

When posting digital content to promote our organization on social media accounts, **you must include the following disclaimer** in your bio:

The posts on this site are my own personal opinions. They do not necessarily represent the views and opinions of anyone else or any organization.

Commitment to Our Values

For each channel (TikTok, Facebook, etc.) on which you share digital content about our organization, you commit that all other content posted on the channel is consistent with our VALUES. If there is inappropriate content (bad language, vulgar jokes, etc.) that is inconsistent with our VALUES, there is a risk of dismissal from your Ambassador role.

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SOCIAL MEDIA

Your language, tone and imagery should:

- Be consistent with our mission, values and voice
- Follow this One Voice Kit for Ambassadors
- Be consistent with your role as an Ambassador
- Be free of political commentary or judgement
- Be positive and non-divisive

Your replies to others' comments or questions should also:

- Be brief but accurate
- Reflect our values
- Refer readers to our office if you are not 100% sure about a subject

MODERATION: Reader commentary that becomes abusive or exceptionally negative should be removed from the discussion thread. You are responsible for monitoring the responses to your posts.

Use Official Hashtags:

#CatherineFoundationAmbassador

#ProtectLife

#NoiseMaker!

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SOCIAL MEDIA

Platforms + Frequencies

Keep these audiences and recommended posting frequencies in mind.
Click channel names to access and follow each.

- **Facebook** — Largest social platform. Most widely used by the most diverse audience. Wide range of kinds of content with a heavy leaning towards linked content. 1 post/day.
- **Instagram** — Users are younger, with about 70% falling into the age group of 13-34. Photo- and videocentric. 1 post/day.
- **LinkedIn** — Users with a business profile looking to connect with other professionals or potential employers. Article and thought-post centric. 4 posts/week.
- **Threads** — Similar to X (Twitter). Log in using your Instagram account and posts can be up to 500 characters long and include links, photos and videos up to 5 minutes in length.
- **Youtube** — Platform with the second-highest amount of monthly active users. This platform is intended for longer-form videos (3 minute +).
- **X (formerly Twitter)** — Can post more than 1x per day.

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MEDIA AND PUBLIC RELATIONS

Ambassadors may not directly engage media outlets (radio, TV, print, other) without express authorization.

If you know of a media interview opportunity, please communicate it with your Ambassador Program Manager. They will follow up on the opportunity.

VISUAL BRANDING

In your role as an ambassador, you should not need to produce new graphics. You do have permission to use our logo and official colors, etc. Please follow these simple guidelines

- Do not alter the logo in any way [**Download from Media section of your Ambassador Portal**]
- Do not “copy and paste” the logo, photos or other graphics from the website, printed or digital resources [**Download from the Media section of Portal**]
- Do not edit any existing resources, print on colored paper, etc.
- Use the official Color Palette (see HEX codes below)



Ambassador colors



#f17a91



#3d2a44



#ebe0e0



#a80c2b



#5d967b

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PREFERRED TERMINOLOGY

These are a few common terms used by our organization where we have a preferred and not preferred option, with explanations.

Say	Don't Say	Reason
Ambassador [or NoiseMaker]	Representative Spokesman etc.	Use official title Consistency
Beneficiaries	Clients	Client sounds like a customer
Local Office	Local Chapter Affiliate	We are not organized by chapters or affiliates

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VOLUNTEER IDENTITY

Please always refer to your role using the official title “Ambassador.” [or “NoiseMaker”]. Do not abbreviate as “Amb.”, etc. Do not intentionally confuse your volunteer role with a staff role. For instance, do not add our organization’s website or phone # to your email signature, etc.

AMBASSADOR REWARDS / DONOR DISCLOSURE

When a Donor clicks on your Unique Ambassador Link, there is a “TERMS” button that links to the full disclosure about the rewards that you may receive.

Terms and Conditions

100% of your donation may be tax deductible. Consult your tax advisor.

You learned about this nonprofit organization (“The organization”) through the promotional efforts of an approved Ambassador who is a volunteer whose views and opinions may not express those of the organization. The organization may reimburse some of their ambassadors for their time, talent (video creation, etc.) and out-of-pocket expenses (equipment, boosting social media posts, etc.). As with all promotional methods, there is a reasonable associated cost of fundraising. The ambassador program is powered by NoiseMaker TM which receives a small percentage for donation processing. Upon finalizing your donation or recurring donation, you agree to these terms and conditions and understand that the organization will pay for promotional costs and transaction fees.

NoiseMaker TM is a service of SmartResults Consulting LLC

A few key points to keep in mind related to ambassador rewards

- You do not need to print or announce any additional disclosure
- Though you are not required to provide additional disclosure, if asked by a prospect or donor, be 100% transparent and direct them to the Terms page
- Rewards are NOT considered commissions
- You are a volunteer (not employee or contractor) in spite of the potential to earn financial rewards to off-set your out-of-pocket expenses.
- Some nonprofit organizations offer a zero-rewards campaign option
- You can choose to donate your rewards back to the nonprofit
- 100% of the donation is tax-deductible in most cases
- All fundraising methods have a cost. The cost of a NoiseMaker campaign is less than or equal to many other common fundraising methods

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NEXT STEPS

Prior to posting your first video, send it to ***media@catherinefoundation.org*** or send discord message to ***Becky Bucher*** for approval.