



BRAND FRAMEWORK

Our Promise, Personality, and Values Distilled by Quicksilver Foundry

INTRODUCTION

Great brands provide compelling answers to three simple questions: Who are you? What do you do? And why does it matter (to me)? When your answers are different, relevant and simple, they create engagement and inspire connection. Consistent answers prove you are authentic, building commitment and trust. Now we're getting somewhere. That person you were trying to reach? They just became an ambassador, a believer, a member of your tribe.

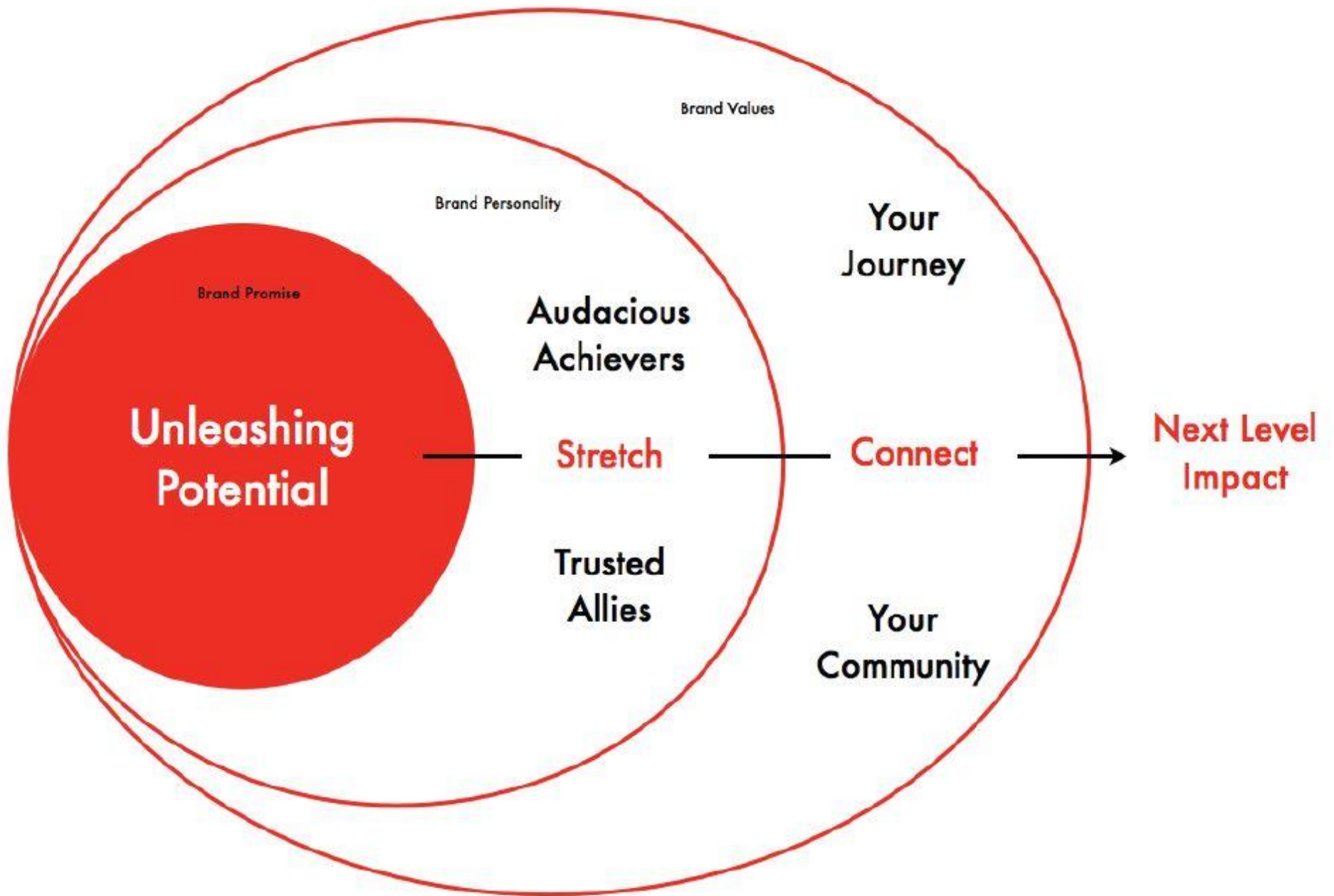
We brought together dozens of SVP's tribe members to dig hard for authoritative answers to those three questions. We identified challenges and tested assumptions regarding the organization's brand promise, personality and values, with an eye to addressing the larger strategic questions facing the future of the network.

Together we sought foundational ideas & concepts that will inspire your brand signals and inform your strategy - not the communications signals themselves. This distinction is essential. A tagline, "Just do it" for example, is a brand signal, informed by a separate, underlying brand promise - 'If you have a body, you are an athlete'. The latter is a core concept or idea that may never be shared beyond your four walls (think Starbucks' 'third space').

The ideas captured here in the framework are not intended, nor likely destined, to be used verbatim while talking about SVP. They should, most assuredly, *inspire* that language. Our goal is to articulate in simple, compelling terms, the core ideas that lie at the foundation of the organization – and its aspirations. This framework is designed to create a powerful lens that we can train on every aspect of the organization's strategy and communications.

BRAND VISUAL

The following diagram represents the essential elements of the SVP brand, which are further defined below.



Brand Promise - Answers the questions: Who are you? What do you do? & Why does it matter to me?

Brand personality - Informs the tone and flavor of *everything* you do and say.

Brand Values – Essential ingredients of your DNA and how you create impact that simply cannot be removed from who you are aspire to be.

BRAND PROMISE IN NARRATIVE FORM: UNLEASHING POTENTIAL FOR NEXT LEVEL IMPACT

When you look around your community, what do you see?

Chances are you see some major issues. Schools struggling to make the grade. Wilderness threatened by special interests. Resource strapped nonprofits, every one a David to their particular Goliath.

At SVP, all we see is potential.

There is indeed a chasm between the challenges we face today, and the scale at which we are engaging those challenges. These problems aren't going to solve themselves. There are no silver bullets. And throwing money at them isn't going to make them go away. Clearly, no single person has the answer.

But what if every single person steps up to the plate?

What happens if you take the potential of every individual, connect them directly to the people working on the issues they are passionate about, and challenge them to make a difference?

At SVP we've seen what happens, and the results are transformational.

It starts with one person ready to engage in the hard work of change. That one person joins many people. Many people stand shoulder-to-shoulder with local nonprofits, taking their vital work – for kids, for families, for the environment – to the next level.

Together they build communities able to solve our most entrenched social and environmental problems.

BRAND PERSONALITY: AUDACIOUS ACHIEVERS AND TRUSTED ALLIES

Okay – being described as *audacious* can be a hard pill to swallow. You aren't about to *tell* us you are audacious achievers (we won't be writing that on your home page...). But the SVP tribe *resonates* with achievement – with the *experience* of getting things done.

When we meet SVP, we want that thrill of bold ambition and accomplishment. We want that intrigue and promise – “I could really get something done here!” So don't hide it. Balance that ambition with a credible history of working in sincere, humble, trusted partnerships, and we'll relish an authentic SVP personality.

Honor that tension and constantly refine the balance – holding an honest, ongoing conversation about staying both audacious *and* humble.

During our work with SVP Seattle we dubbed this mix of personality traits “Jedi Humble-Passion.” Navy Seals call it “Silent Pride.” Feel free to come up with the metaphor that best befits your own taste in movies, action figures or mythology ... as long as you preserve the central concept! This isn't bravado, arrogance or hubris – more a steely confidence that you will produce results, balanced with an *extremely* high standard of humble collaboration and a commitment to being a trusted ally in your relationships with nonprofits.

BRAND PERSONALITY: STRETCH

Who *isn't* an SVP tribe member? The bureaucrats. The close-minded, those blinded by ego, the lazy. They're stuck. They've *settled*. The stretch is the antithesis of settling. The stretch makes SVP a crucible for social impact. In the experience of reaching together for more, you unleash potential. You always take the *next* step. You stretch.

BRAND VALUES: YOUR JOURNEY

What are you passionate about? What's your journey? Where do you see yourself making a difference?

This is an *essential* insight about the power of the SVP brand. The brand isn't about you. It's about them. Whether 'them' refers to a potential Investee, Partner, or staff member. The SVP brand is a conversation about the potential of the person standing right in front of you. And the best way to employ that insight is to start by *asking* questions, not 'sell' by providing answers.

Everyone touched by SVP is on a journey, and every one of those journeys has latent potential for transformational growth and game-changing impact.

BRAND VALUES: CONNECT

Before *everything* was a network, SVP was a network. There's a core belief about co-creating, partnership, the sum being greater than the parts that is fundamental to SVP. The conviction that there's more impact to be had going through together, than around, alone.

BRAND VALUES: YOUR COMMUNITY

The value of doing work in the community, for your community, is an essential attraction of the SVP value proposition. Everyone involved with SVP shares that commitment, whether you come from the corporate or nonprofit world.

And you know what? There are easier ways to do this. You can drop your money in a bucket. Build a library. Adopt a dog. But you don't lean that way. And, in point of fact, you probably can't. You know you have more to give, that more needs to be done.

And most important of all – you believe it can be.