BRANDING WORKBOOK
Personal Responsibility
Education Program

FYSB Family & Youth
Services Bureau

Harnessing the Power of Branding: Communicating Your Program's Values and Identity
July 2023

This workbook, which accompanies the **Harnessing the Power of Branding: Communicating Your Program's Values and Identity Resource Guide**, will help your program enhance your current brand or build a new brand.

You might consider inviting key audience members to participate in design sessions to think through the branding, or you might identify a different opportunity to gather feedback from these audiences. For each section of the resource guide (Reflecting on Your Program Identity, Designing and Refreshing Your Branding Elements, and Getting the Word Out), there are corresponding boxes in this workbook for you to take notes, jot down ideas, and brainstorm.

BRANDING STRATEGY – KEY CONSIDERATIONS	NOTES
Benefits of Branding Your Adolescent Pregnancy Prevention (APP) Program	
From the section titled, "Benefits of Branding Your APP Program," list 1–2 ways you think branding could benefit your program.	1) 2)
Who are you? Reflecting on Your Program Identity	
What are your programmatic goals? List 3–4 objectives in the box to the right.	Objective 1: Objective 2: Objective 3: Objective 4:
Who are your key audiences (e.g., parents, youth, school district) and what are their priorities and challenges?	

BRANDING STRATEGY – KEY CONSIDERATIONS	NOTES
What problem in the community do you want to attempt to solve?	
What values do you live and work by, and what values do you want to instill in the individuals you serve through your programming?	
How do your community partners (e.g., youth, parents, schools, community organizations, decision-makers) currently perceive you? Is it different from how you perceive yourselves, and how can you use branding to close the gap?	

What messages can you communicate to:
   1) gain trust,
   2) build excitement, and
   3) foster curiosity
for the work you are doing?
 	
Create a one-sentence "pitch" for each of these objectives. For example, "Our program promotes transparency with community partners."
	Gain trust:
	
	Build excitement:
	
	Foster curiosity:

How does your program fit within the broader culture and structure of your organization? How does it fit within your community?	

Designing and Refreshing Your Branding Elements

Physical facets

List ideas for logo design, colors, typography, and photography/images.	

Personality

If your brand were a person, what would their personality be like? Pick a persona or role your program might fill.	

BRANDING STRATEGY – KEY CONSIDERATIONS	NOTES
Culture	
What values does your program promote? List 4–5.	1) 2) 3) 4) 5)
Relationship	
Word association: What words or phrases come to mind when you or someone else thinks of your program?	
Reflection	
How do you communicate the benefits of APP programming to different community partners? Use data to highlight what you have to offer.	Youth: Parents: Schools: Other group(s):

BRANDING STRATEGY – KEY CONSIDERATIONS	NOTES
Self-image	
How does your program make different community audiences feel about themselves by participating or partnering with you? Use data to highlight what you have to offer.	Youth: Parents: Schools: Other group(s):

Getting the Word Out
List your ideas on how you will use each STEPPS principle to get the word out about your program.

1. **S**ocial Currency	
2. **T**riggers	
3. **E**motion	
4. **P**ublic	
5. **P**ractical Value	
6. **S**tories	