

Brand Visioning Workshop - Summary.

Alliance for the Chesapeake Bay

PROJECT NAME:
Alliance for the
Chesapeake Bay -
Brand Visioning
Workshop

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Core Values.

During the branding workshop we were able to identify four core values of the Alliance for the Chesapeake Bay's brand. These are important building blocks to building an overall brand platform and communication strategy for the program.

Collaboration and Inclusivity

The one element that came up again and again as a key component for your organization was its commitment to work with everyone. The Alliance for the Chesapeake Bay is committed to bringing a diverse group of stakeholders together, from businesses to community associations, from governments to individuals, from nonprofits to passionate advocates. "Alliance" is not only a part of the organization's name but the keystone that supports all of the organizations work.

Leadership

The Alliance for the Chesapeake Bay is a leader in its field. It seeks to inspire and guide its diverse partners in a unified vision of a cleaner bay. The organization is a rallying point for clean water. It provides guidance and resources from the ground level on up. It brings community leaders to the table to forge a common vision for achieving cleaner waterways and the thriving, sustainable region all of us want to see.

A Commitment to Clean Water

Your commitment to the Chesapeake Bay goes beyond the bay itself to the rivers and streams that flow through communities across the region. Your look to provide cleaner water for all communities in the Chesapeake Bay watershed. You help communities see the benefit of cleaner water in the health and wellbeing of their communities. You connect them with the rivers and streams around them and help them understand the importance of preserving and restoring their community's waterways.

Core Values.

Inspiring Local Action

The phrase “boots on the ground” came up again and again in both the workshop and the pre-workshop questionnaire. The Alliance for the Chesapeake Bay works deep in communities across the watershed, providing important resources in the areas they serve. The organization’s work is tangible. You can see the cleaner communities, green infrastructure, and new forests the Alliance for the Chesapeake Bay has worked on. While all these projects will impact the Chesapeake in the end, the crucial connection for most people is that the work is impacting local streams and rivers that people care about, in their own backyards. They inspire local and individual action for the overall vision of a cleaner Chesapeake.

Brand Promise.

A brand promise should reflect the core of your organization. It is the beacon that guides you no matter how your organization or the times change. It distills the core values identified above into a single, easily communicated statement, that clearly reflects the value you promise to an individual, your stakeholders, and the world. We took the statements we worked on during the workshop and provided several directions for the brand promise. Each of these is used to provide an example of possible wording, direction, and emphasis the organization can use to craft its final brand statement:

*Inspiring local action for the common vision of a cleaner
Chesapeake*

Getting boots on the ground for clean water

*Uniting all those who love their rivers and streams for a cleaner
Chesapeake*

Leading communities for healthy watershed

Creating a healthier Chesapeake one stream at a time

Next Steps.

We recommend as a next step workshopping the draft brand statements above with board, staff and other stakeholders. Can the organization agree that one, or some variant, of these statements captures its essence, that if you were stopped in the street and asked to tell someone what the Alliance for the Chesapeake Bay is all about in ten seconds or less, that this would be the answer that would satisfy all of YOU? (This is the story you all have to be willing and able to tell about yourselves, not your tagline or pitch — your brand platform will need that foundation before you start considering the specific ways you want and need to appeal to audiences and stakeholders.)

In the course of this discussion, note particular areas of disagreement — concepts or phrases to which some people object and break down into smaller groups, each assigned to work through that particular problem and come up with proposed alternatives.

Assuming that you are able to work through to a full consensus, the next step beyond that would be to start thinking about how the brand statement would translate for your various audiences and what challenges in concept or phrasing might arise for each. The following was the range of responses we received to the question of who Alliance for the Chesapeake Bay's primary audience is (if choose to share, we recommend stressing that identity of respondents has not been shared, i.e. all answers are anonymous.)

The Anyones

- Anyone who lives in the Bay watershed
- Anyone that is interested in clean water in our tributaries and the Chesapeake Bay.
- Anyone living in the watershed of the Chesapeake Bay. More specifically, individuals or organizations that are concerned about environmental preservation and the importance of clean water to our communities, economy and health.
- Anyone living or working in the Chesapeake Bay watershed who cares about its health -- and their own.

Next Steps.

- Citizens residing in the Chesapeake Bay watershed
- Bay human population. All of the bay, not just Maryland.
- Residents of the Chesapeake Bay watershed
- Those who live and work in the Chesapeake Bay Watershed.
- The general public.

No Litigation, No Politics

- Businesses, organizations and individuals who are interested in participating or support direct actions (not politics) to improve the Bay.
- Industry that wants to be involved in Bay restoration see the Alliance is an opportunity to get involved without risk of litigation.

The Shoulds

- We currently serve a very white, middle class audience. This is a great area of growth for the Alliance, and we should seriously consider who we partner with and serve. Clean water is for everyone, so we should be serving a much wider audience.
- The answer should be that the audience for the Alliance is everyone who lives in and/or who enjoys the “abundances” of the entire Bay watershed. But the current perception (or misperception) is that the Alliance’s audience is a much smaller subset: those who live in or around Annapolis and those elsewhere in the watershed who have had the good fortune to work with those in the Alliance’s state offices.
- We want our primary audience to be citizens, but truly reach mostly agencies and other NGOs.

The Rest

- Businesses
- Land Owners (e.g. farmers, corporate)
- NGOs
- Local/watershed/conservation/community groups
- Local Governments
- Places of worship
- Anglers
- Donors

Appendix

Nouns	Verbs	Adjectives
Clean Water	Empower	Inclusive
Teamwork/Partnership/ Alliance	Lead	Collaborative
Communities	Convene	Local/Regional
Streams/Rivers	Restore/Clean	Strategic
Pollution/Trash/Runoff	Implement/Facilitate/Work/ Create	Strong
Watershed	Foster	Science Based
Chesapeake	Collaborate/Connect	Caring/Compassionate
Trees/Forests/Lands	Educate/Inform/Advise	Passionate
Boots	Engage	Long Lasting
Homes	Inspire	Trusted/Reliable
Businesses/Houses of Worship	Support	On the Ground
Science	Innovate	Impactful/Change
Implementation	Include	Unbiased
Volunteer	Plant	Pragmatic
Stewardship	Serve	Active

Appendix

Nouns	Verbs	Adjectives
Behavior	Improve	Persuasive/Influential/ Compelling
Endowment	Listen	Healthy
Behavior	Communicate	Swimmable
Endowment	Coordinate	Fishable
	Conserve	Natural
	Appreciate/Recognize	Sustainable
	Organize	Diverse
	Prevent	Cross-Cutting
	Improve	Persuasive/Influential/ Compelling
	Listen	Healthy
	Communicate	Swimmable
	Coordinate	Fishable
	Conserve	Natural
	Appreciate/Recognize	Sustainable
	Organize	Diverse