

Telling Stories with the Brand Values Matrix

Here are some samples to help get you started by target audience in the Matrix:

1. You Want to Get a Potential New Member from Your Parish to Join:

Christ Child is a 130-year old national organization of dedicated volunteers driven by our faith and by love to improve the lives of children in need **[brand personality]**. Our chapter has been serving children in Pasadena for 83 years in a variety of ways. We create layettes for newborns to under-resourced Moms and distribute them via local hospitals, and quietly help out individual kids with uniforms, shoes and school supplies at the parish schools we support.

[Dignifying] It is so exciting to know you are making a difference in the lives of these children, especially with the layettes, in which we really try to help the babies on their way with a board book and a read-to-me flyer which encourages and demystifies parental reading. **[Empowering]**. And making and packing the layettes is just so wonderful because our committee is a lot of fun and really low key. I just love doing it—especially with my fellow Christ Childers! **[Engaging]**. I bet you'd love it and the gals, too, some of whom you probably know from the parish. Want to come help us next Wednesday?

2. You Run into a Potential Donor at Fundraiser for Another Organization:

I am on the board of the Christ Child Society of Cleveland, which has been serving needy children across the U.S. for 100 years. Here in Cleveland, we make a difference by not only the projects we put together such as layettes, reading enrichment programs, tutoring, running libraries but also by developing partnerships in the community so we can find where the needs are and fill them. **[Engaging]**. For example, we supply cribs and beds to families that social workers bring to our attention who otherwise have their children sleeping in bed with them or on the floor. **[Serving]**. I know we're making a difference because our partners keep coming back with more requests and more stories of how much

better the children's sleeping situations are than before. Let me know if you would like to know a little bit more about what we are doing. We could always use additional support!

3. You Want Support from the Diocese to Expand Your Programs:

Sr. Mary Elizabeth (Leader for Diocesan Education), the Pasadena Christ Child Society has been working closely with more than 20 parochial schools in our area to meet the needs of their children. We have been doing this for more than 40 years, and probably our longest and strongest relationship has been with the St. Andrew's parish school. **[Engaging]**. Our program committee had developed a new program aimed at helping middle school children learn about how to have respectful social interactions with others that will help them to succeed academically and emotionally. **[Empowering]**. We called the program the Christ Child Treasures program, drawing from the inspiration of our founder Mary Virginia Merrick, who is a Servant of God, to see the Christ Child in every Child, and in particular to treat others in our lives with dignity, as we would like to be treated. **[Dignifying]**. The program has been successful according to students and teachers, and from a volunteer perspective, it has been extremely popular because it is so clear the kids enjoy it. **[Loving]**. Now, with a couple of years of doing this program under our belts, we really want to expand this to other Catholic schools in the San Gabriel Valley—and maybe even encourage our sisters and brothers on the West Side to consider joining us in this endeavor . . .