

Using the NCCS Brand Values Matrix as a Recruiting Tool

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?