

Glen Ellyn Children's Resource Center

I. The Context

The Glen Ellyn Children's Resource Center has a strong legacy of serving its local community. As the organization celebrates its 20 year history, it's important to take stock of where the organization is and where it's headed - especially as it relates to the organization's brand. In the months, it will be important to ask questions concerning how to best convey to the world what the organization is all about.

Philanthropy.Studio was there to help.

Objective 1: Support reflection and refreshment of the organization's brand.

Objective 2: Support implementation of the organization's refreshed brand.

II. The Process

- 01. Diagnose:** We conducted one on one calls with internal stakeholders and distilled key project information into a project brief for session participants.
- 02. Recruit:** We assembled a team of internal and external stakeholder participants.
- 03. Focus:** We designed and facilitated a 3.5 hour session, gleaning input on the brand architecture and organizational identity.
- 04. Debrief:** We presented actionable recommendations with accompanying rationale and discussed areas of future need.

III. The Outputs

Objective 1 Outputs

- A new organizational nickname
- An updated mission statement
- A set of brand pillars and taglines

Objective 2 Outputs

- Change management strategy
- Staff adoption of internal brand
- 20th anniversary activity planning

IV. The Impact

- Garnered input from 30 organizational stakeholders, including students, alumni, parents, volunteers, staff, board members, and community members writ large.
- Adopted a new set of organizational language amongst staff and volunteers.
- Supporting ongoing board conversations concerning mission statement adoption.