

## BRAND PLATFORM

# Build strength, stability and self-reliance through shelter

### BRAND STORY

People in your community, and all over the world, partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. With our help, Habitat homeowners achieve the strength, stability and independence they need to build a better life for themselves and their families.

### THE KEY INGREDIENTS TO A POWERFUL BRAND STORY

#### A CRITICAL NEED

Tell a moving story. Make it specific to an individual person or family, and bring it to life in a way that makes it easy to relate to. Make it solvable.

#### A DEFINITIVE, SPECIFIC ROLE

People in your community, and all over the world, partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage.

#### A LASTING, MEANINGFUL OUTCOME

Families who partner with Habitat for Humanity are extremely grateful for your help. A decent home gives them the strength, stability and independence they need to create a better life for themselves and their families.

#### A DIRECT REQUEST FOR SUPPORT

Your financial support, your voice and your time will help bring strength, stability and independence to families in need of a decent place to live. Donate today.

### KEY SUPPORTERS

**DOERS** and **WORLDLY IDEALISTS**. People who derive their self-worth and value from doing and from helping create the change they want to see in the world. They seek out opportunities to make tangible, lasting improvement – whether it's in their homes, their work, their relationships, their civic involvement, or their favorite charitable causes. While many think of themselves as worldly and like to help people in need all over the world, they believe that change needs to start first in their own community. Their energy is infectious; when they get excited about a project or cause, it's hard not to get involved.

### FOUNDATION

#### CORE VALUES

- Decent shelter is something we all need to thrive.
- Strong and stable homes help build strong and stable communities.
- With a little help, we all have the potential to stand on our own.
- Bold actions speak louder than words.
- Working together, side by side, promotes understanding and self-reliance.

#### BRAND TONE AND PERSONALITY

Strong, determined and confident. Not afraid to dig in, get dirty and lift others up.

