

Agency Brand Worksheet



This worksheet is designed to help you identify the essence of your agency and how you want your agency to be perceived. This foundational work will set you up to communicate effectively and consistently about your services in any context and to any audience. If your agency already has a communication strategy or plan, you can skip this worksheet and review that document instead.

Instructions: Follow the steps below. After completing this worksheet, copy/paste the contents into the Agency Brand tab of your *Project Promotion Plan*. If you prefer, skip filling out this worksheet and enter your responses directly into the plan.

1: Reflect on why you do your work, what you do, and how you do it.

This is a brainstorm, so jot down all ideas freely. You will then use this brainstorm to develop your core brand identity.

<ul style="list-style-type: none">• What is your agency's purpose?• Why do you do your work?• What does the world look like when your work is done?	
<ul style="list-style-type: none">• What is your mission?• What is your daily work?• What are the outcomes you achieve?	
<ul style="list-style-type: none">• What specific activities do you do?• What values, principles, or methods set you apart?	

2: Develop your core brand identity.

Your core brand identity is a brief description of your agency that will underpin all of your promotional content across all contexts and audiences. To develop your core brand identity, synthesize your reflections above into three sentences following the structure below. As needed, change the prompts to best fit your brainstorm (for example, you can change “Our purpose is to...” to “We envision a world where...”).

Our purpose is to...

Describe your organization’s purpose (why you do the work and what the world will look like when your work is done).

Example: Our purpose is to create a future where everyone has the trust, support, and information they need to make the right sexual and reproductive health choices for themselves.

That’s why we...

Describe your organization’s mission (your daily work and the outcomes you achieve).

Example: That’s why we make sexual and reproductive health care accessible to everyone, no matter who they are or where they come from.

We do this by...

Describe your organization’s specific activities and any values or principles that set you apart.

Example: We do this by offering affordable, convenient, and inclusive sexual and reproductive health services and health education.

3: Craft your brand's key messages.

Identify 5–7 things about your agency that you think any audience should know. You will infuse these high-level messages throughout all of your communications. If it's helpful, you can pull ideas from the brainstorm you did in step 1. Don't worry too much about the wording of these messages; it's most important to capture the right concepts.

Example: Our purpose is to create a future where everyone has the trust, support, and information they need to make the right sexual and reproductive health choices for themselves.

4: Define your brand voice.

While your core brand identity encapsulates what your agency does and why, your brand voice captures your agency's personality. Just as a person conveys their unique personality through the way they speak, your agency will convey its unique personality through its brand voice.

Brand voice is created through word choice and communication style. Ensuring a consistent, authentic brand voice across all of your messaging will help you connect with your priority audience and inspire the emotional reaction you want them to have.

Brainstorm all of the words you would use to describe your organization's personality. It may help to ask yourself: If my organization was a person, what would they be like? Write your ideas in the box below. Then circle or highlight the 3–5 adjectives that best describe how you want people to see your organization. This is your brand voice.

*Example: **Professional**, caring, **responsive**, organized, welcoming, loyal, supportive, **empowering**, action-oriented*

Going forward, make sure all of your communications reflect this brand voice. For example, a professional, responsive, and empowering brand voice may sound like: "Our clinicians and staff are available every day—in person, by phone, and online—to support you in achieving your sexual and reproductive goals."