# Sustainability Basics: How to Develop Your Reentry Program Brand

An effective sustainability strategy can increase your reentry program recognition, expand your program partners and champions, and help secure reliable and consistent funding. Achieving program sustainability is an ever-evolving process. It includes developing a strategy about how you will build and maintain program capacity through effective **communications**, **branding**, and efforts to secure **funding**. This tip sheet focuses on **branding**. Please see the companion tip sheets for **communication** and efforts to secure funding.

### **Branding**

Branding, brand identity, and brand image are sometimes used interchangeably. **Branding** is the process of developing the **brand identity** (what the audience sees, or the visuals shared) and results in the **brand image** (how the program is perceived). Branding includes your program logo, mission, and values. It is the personality of your program.

# What is the purpose?



To create program recognition, develop trust and credibility with your audience, and communicate your program values.

# What can it do for your program?



Support fundraising goals by increasing visibility and generating support, create program unity among staffers, volunteers, and program participants, and establish an emotional connection with the audience.

# What is the key to branding?



The goal is to be unique and memorable. You want your program to be easily identifiable. Consistency is key. Select font and color choices intentionally. Your brand should help your audience connect with your program.

66

Your brand is what other people say about you when you're not in the room 55

-Jeff Bezos, Amazon co-founder

#### **Branding Tips**



Mission Statements should be brief: 10 words can be effective, and don't exceed 25.



Logos should be meaningful. A fancy logo is just a fancy logo. If it doesn't connect to your program and the work you are doing, it isn't serving a purpose.



Consider using storytelling to connect with your audience.
This includes sharing compelling narratives or telling a story with your data.



Leverage available resources for your branding (e.g., funding for logo design, access to graphics software, relationship with local university to hire interns).

The Evaluation and Sustainability Training and Technical Assistance (ES TTA) Project is conducted by RTI International and the Center for Court Innovation with funding from Grant No. 2019-MU-BX-K041 awarded by the Bureau of Justice Assistance. The Bureau of Justice Assistance is a component of the Department of Justice's Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the Office for Victims of Crime, and the SMART Office. Points of view or opinions in this document are those of the author and do not necessarily represent the official position or policies of the U.S. Department of Justice.



