Adventures in CDFI Branding

October 17, 2014
Today’s Adventure

- Introduction
- Key Industry Trends
- Panel Interview
- Questions from you
Now Strategic for CDFIs
Digital Marketing: the opportunity we’ve been waiting for

There’s a lot we can learn.
Compelling Brand Story

30th Anniversary

Bloomberg Philanthropies

girls who code

One

DonorsChoose.org
Teachers ask. You choose.

charity: water

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2014 OPPORTUNITY FINANCE NETWORK CONFERENCE

THIS IS A JERRY CAN.

TO US IT SAYS "GASOLINE" BUT FOR 1 BILLION PEOPLE ON THE PLANET, IT REPRESENTS WATER. IT WEIGHS 40 POUNDS WHEN FULL, AND PEOPLE ALL OVER THE WORLD WALK UP TO 3 HOURS EACH DAY CARRYING IT. THE WATER THEY BRING HOME TO THEIR FAMILIES OFTEN MADE THEM SICK. WOMEN AND CHILDREN ARE RESPONSIBLE FOR THIS DAILY TASK, WHICH PREVENTS THE KIDS FROM GETTING AN EDUCATION AND THE WOMEN FROM EARNING A MUCH-NEEDED EXTRA INCOME.

4,500 KIDS WILL DIE TODAY FROM WATER RELATED DISEASES. HELP.

charitywater.org

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30th Anniversary

OPPORTUNITY FINANCE NETWORK
Since July 29, 2014, The ALS Association received $115 million in donations.
Social Innovation Power Words

- Innovation
- Ideas
- Lending
- Financial
- Investment
- Community
- Resources
- Millions
- Social
- Change
- Life
- Issue
- Underserved
- Potential
- Lead
- Opportunity
- Transform
- Learn
- Need
- Impact
- Development
- Join
- Future
- Opportunity
- Transaction
- Impact
- Need
- Old-school
- Fast Company
- “West Coast”
- Human, with an emotional connection
- Focus on huge problems and disruptive ideas that are being developed to solve them
- Power Words: Innovation, Change, Ideas, Issues in their messaging
- “West Coast” Fast Company
- “East Coast”
- Old-school
Question #1
HOW HAS YOUR JOB CHANGED OVER THE PAST FIVE YEARS?

Question #2
OBJECTIVES, OUTCOMES AND EXPECTATIONS
Question #3
TALK ABOUT A RECENT ADVENTURE

Question #4
WHAT BRANDS DO YOU ADMIRE MOST?
Question #5
WHAT KEEPS YOU UP AT NIGHT?

Question #6
WHAT ADVICE WOULD YOU GIVE?
Your Questions…

Get in touch; Keep in touch.

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