

Personality

THE VOICE, TONE, & TEMPERAMENT
OF YOUTH FOR CHRIST

WHAT IS A BRAND PERSONA?

“Believe it or not, thinking of your brand as a person makes it easy to identify where your brand fits in its market in comparison to competitors in customers’ minds. In marketing theory, this is referred to as your brand position, and every brand has one.”

WHY THE BRAND PERSONA IS IMPORTANT TO YOUTH FOR CHRIST:

While the logo and design elements serve as the face of Youth For Christ, the brand persona serves as the voice, tone, and temperament of the organization. It informs the message and tone within donor relationships, internal communication, outbound promotional materials, marketing directed at prospective leaders, marketing directed at prospective students, and correspondence with current leaders and students.

“Youth for Christ” is the person you look to when life is difficult and you need real advice, but you need it without judgment or a self-righteous attitude. Fun and easy is natural them, but they rise to occasion in the face of disaster or injustice. Their attention is never wandering or delayed.

Story Structure

COMMUNICATING TO STUDENTS,
LEADERS, & DONORS

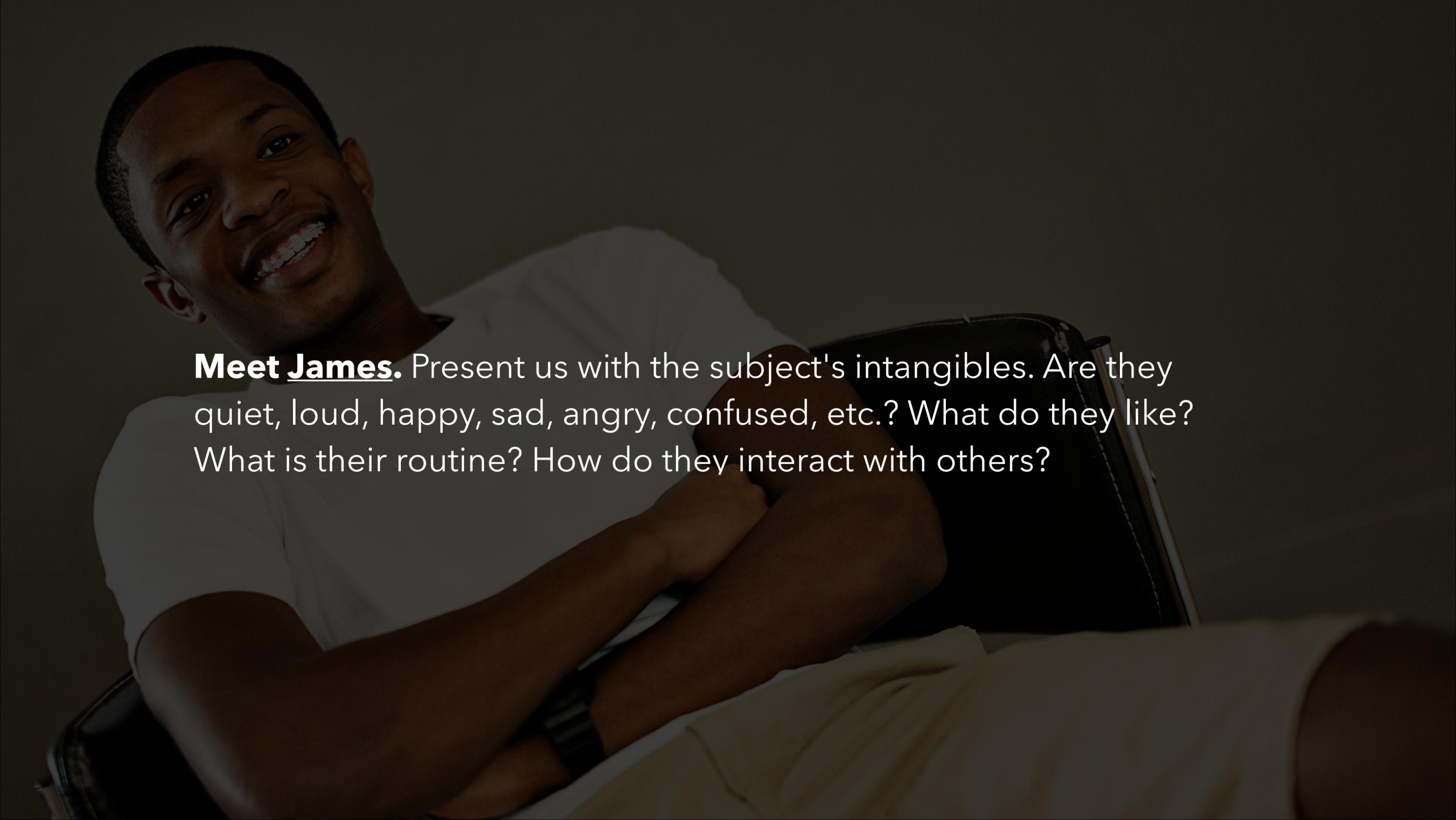
*The following was informed by the writings and teachings of Pixar screenwriter Brian McDonald, writer Anne Lamott, and advertising guru David Ogilvy.

Before any Youth for Christ story is written, filmed, recorded, or curated, remember to ask, "**Who are we trying to reach? Why will this story inspire them to act? What emotion or action are trying to incite?"**"

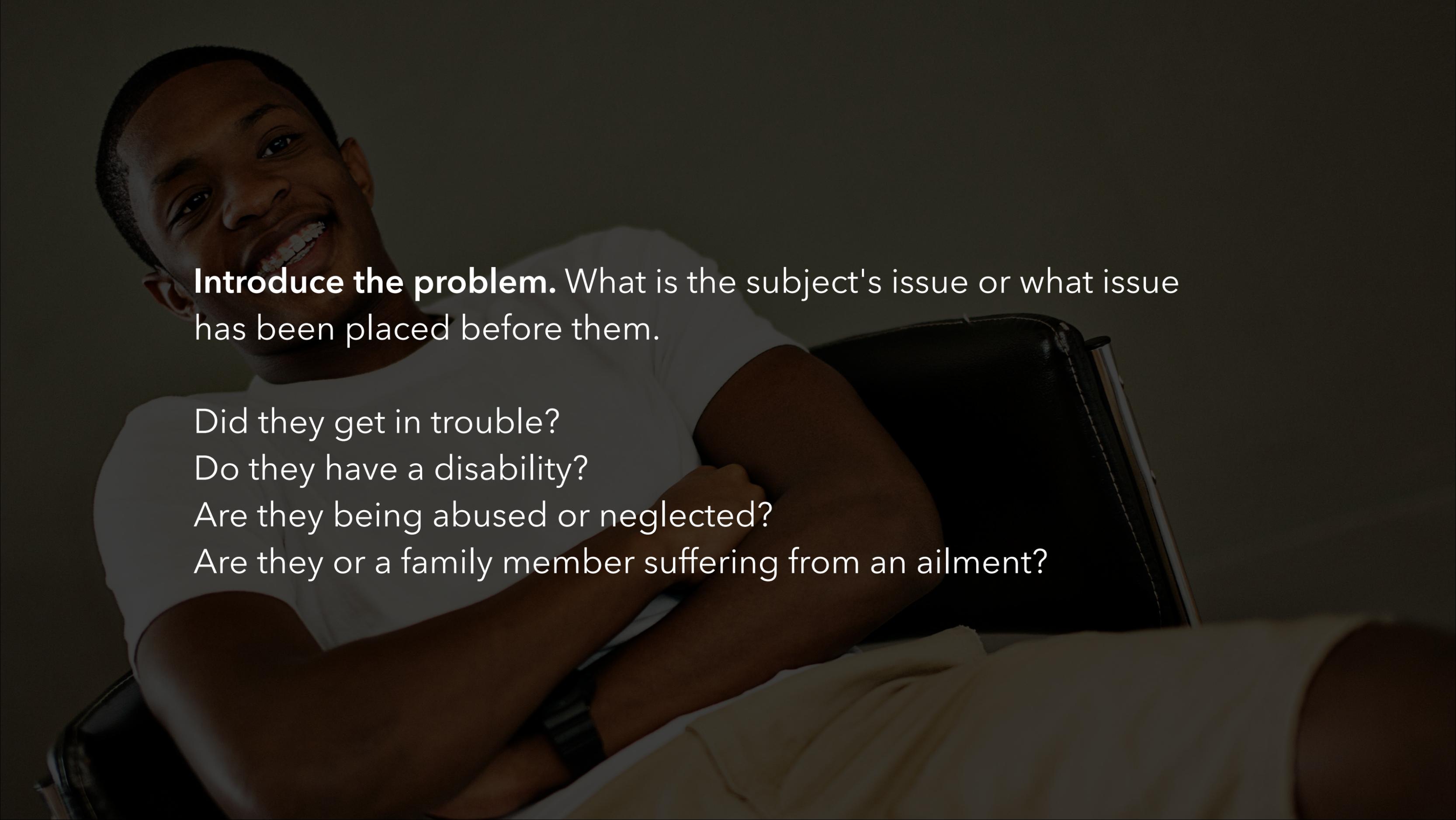
Fix the story in time and place. Show the audience the where, the who, and outlying variables. The audience should be able to say whether the setting is rural, urban, or suburban. Is this an area known for violence? Is unemployment an issue? Does the subject live in a juvenile facility? Do they live with their mom or dad, or both?



Meet James



Meet James. Present us with the subject's intangibles. Are they quiet, loud, happy, sad, angry, confused, etc.? What do they like? What is their routine? How do they interact with others?

A young Black man is sitting in a black chair, leaning back with his arms crossed. He is wearing a white t-shirt and a watch on his left wrist. He has a friendly smile and is looking towards the camera. The background is a plain, light-colored wall. The image is dimmed, and white text is overlaid on the left side.

Introduce the problem. What is the subject's issue or what issue has been placed before them.

Did they get in trouble?

Do they have a disability?

Are they being abused or neglected?

Are they or a family member suffering from an ailment?

Until...YFC.

It is important that YFC enter the story as a person - the leader or volunteer acting under the direction of YFC. We have to make a case for relationships. At this point in the story Youth for Christ should not have been mentioned.

How did the subject come in contact with YFC leader?

What was the catalyst that led to their introduction?

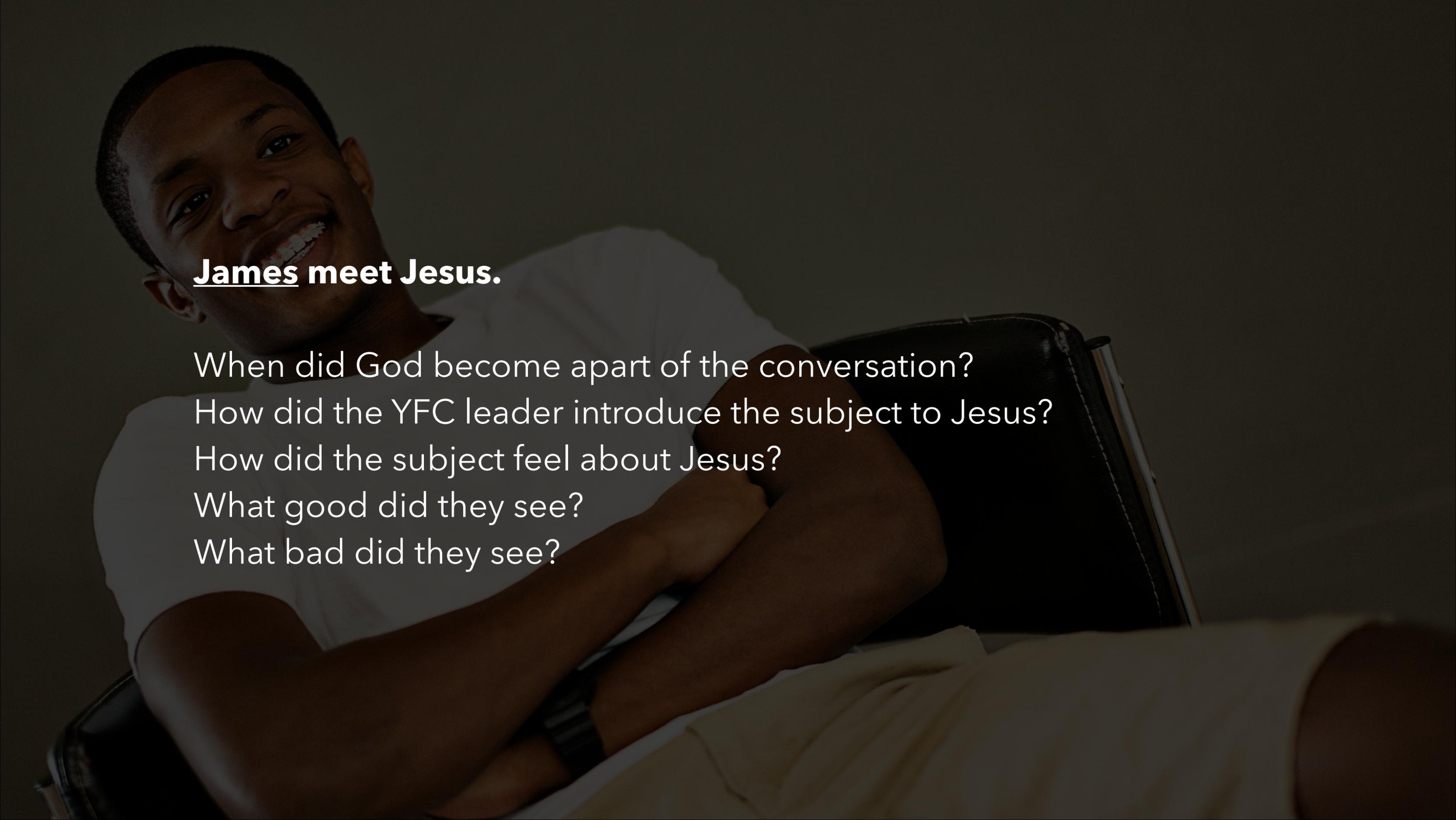
How did it progress?

Were there ups and downs?

Did the subject experience doubts?

Were there ups and downs?

Did the subject experience doubts?

A young man with short dark hair, wearing a white t-shirt, is sitting in a black chair. He is smiling and looking towards the camera. A large, dark-colored Bible is resting on his lap. The background is a plain, light-colored wall. The entire image has a dark, semi-transparent overlay.

James meet Jesus.

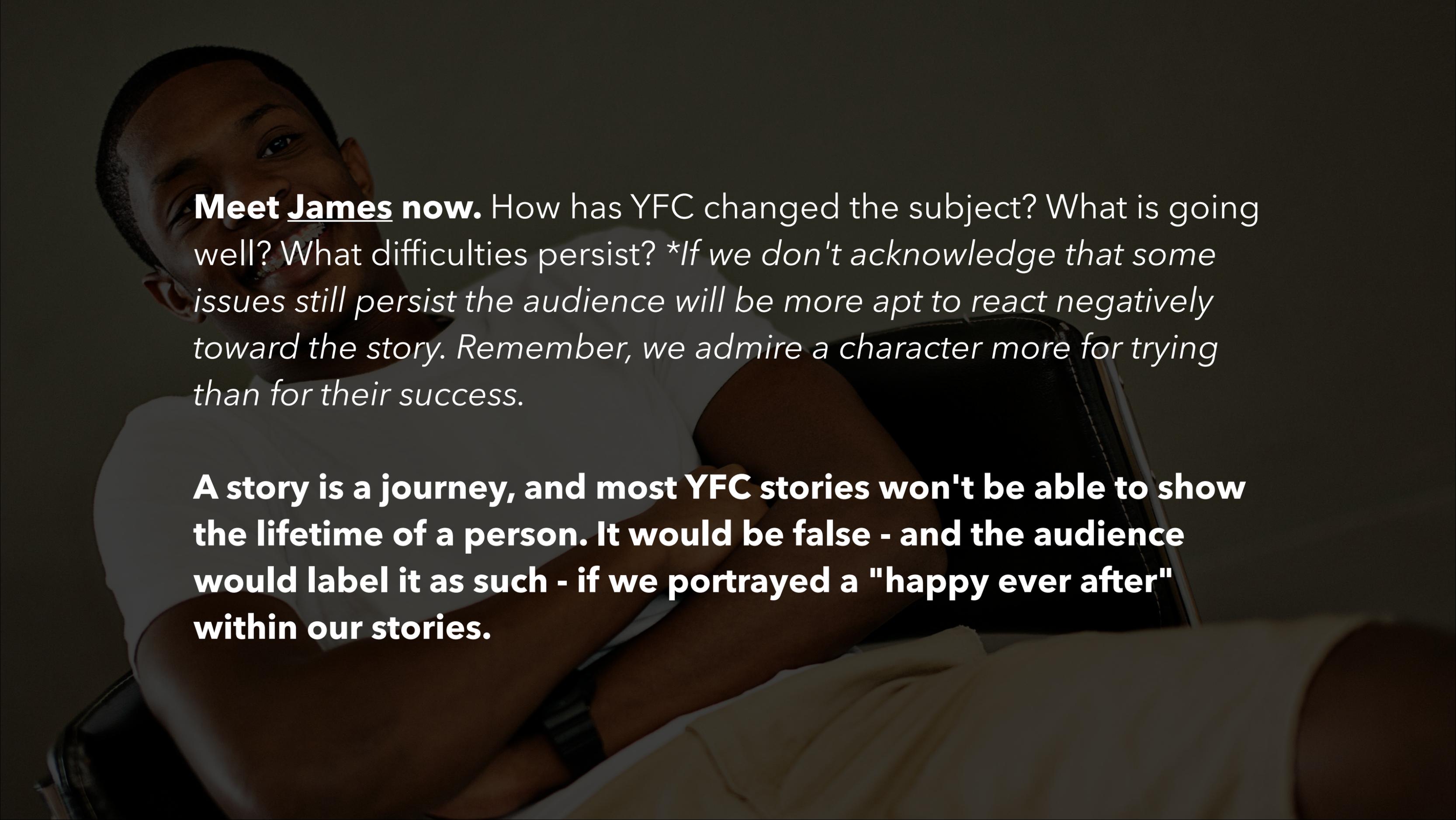
When did God become apart of the conversation?

How did the YFC leader introduce the subject to Jesus?

How did the subject feel about Jesus?

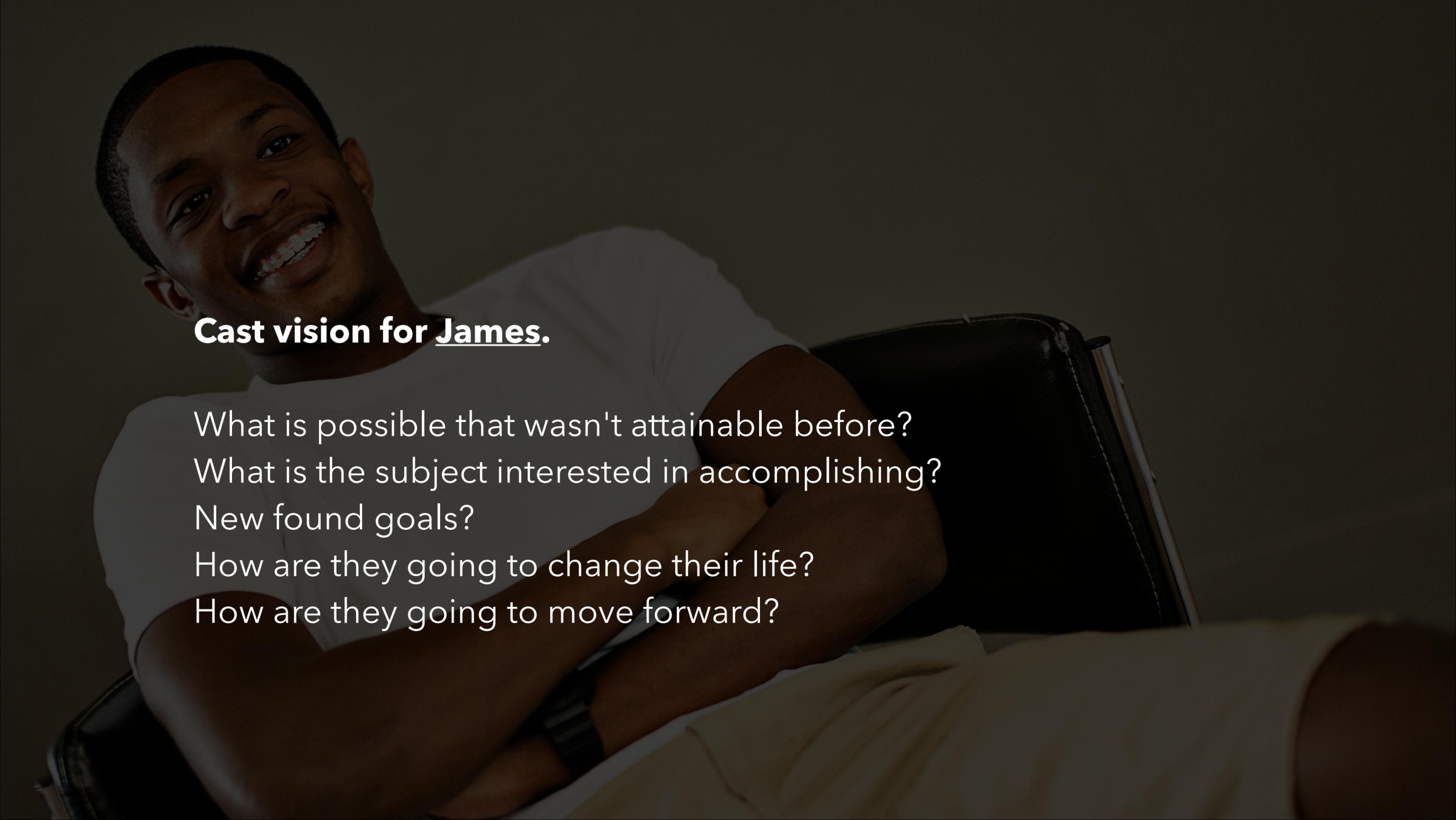
What good did they see?

What bad did they see?

A young boy with short dark hair is sitting in a wheelchair. He is wearing a white t-shirt and a dark watch on his left wrist. He is smiling and looking towards the camera. He is holding a large, dark-colored book or folder in his lap. The background is dark and out of focus.

Meet James now. How has YFC changed the subject? What is going well? What difficulties persist? **If we don't acknowledge that some issues still persist the audience will be more apt to react negatively toward the story. Remember, we admire a character more for trying than for their success.*

A story is a journey, and most YFC stories won't be able to show the lifetime of a person. It would be false - and the audience would label it as such - if we portrayed a "happy ever after" within our stories.

A young man with short dark hair, wearing a white t-shirt, is sitting in a black leather chair. He is smiling and looking towards the camera. The background is a plain, light-colored wall. The image is dimmed, and white text is overlaid on the left side.

Cast vision for James.

What is possible that wasn't attainable before?

What is the subject interested in accomplishing?

New found goals?

How are they going to change their life?

How are they going to move forward?