

Using the Brand Value Matrix as a Recruiting Tool

What is a Brand Value Matrix (BVM)?

The National Christ Child Society has developed a simple chart that organizes and presents messaging that demonstrates our core values.

Using consistent messaging in addressing targeted audiences ensures proper representation of our core values and mission while building loyalty in reaching our goals.

Review the Brand Value Matrix shown below noting the layout that highlights the following components:

Five Brand Values of NCCS

1. Empowering
2. Dignifying
3. Serving
4. Loving
5. Engaging

Brand Benefits – Positive outcomes are aligned with each Brand Value.

Targeted Audiences - Messaging that highlights our values is coordinated with our targeted audiences and cross referenced by number.

1. Future Members
2. Current Members
3. Donors
4. Media Organizations/Public
5. Partners/Social Workers
6. Catholic Institutions

Brand Aspirations – Each brand value embodies a perpetual goal.

Brand Drivers – A list of spiritual and tangible motivators that inspire us to serve.

Brand Personality -An identifying statement of NCCS.

Communication Toolbox – Suggestions for successful communications.



Brand Value	Empowering	Dignifying	Serving	Loving	Engaging
Brand Messages	The educational programs NCCS provides helps children and families build personal skills to improve their lives. 1-2-3-4	Involvement with NCCS increases a sense of self-worth for members and the children and families we serve. 1-4	NCCS members proactively work in partnership to serve all children and families with humility and compassion. 2-4-5	NCCS believes strongly that there is no limit to what can be done in the name of love. 2-3-4	For almost 130 years, NCCS has made a difference in the communities it serves across the country. 1-3-4-5
	NCCS helps all participants by giving them an increased optimism about the future. 1-4-5	NCCS sees the Christ Child in every child, treating them with the attention and respect they deserve. 2-6	“To work is to pray” moves NCCS members to action. 2-3-6	“Nothing is ever too much to do for a child” guides NCCS in its mission and growth. 1-4-6	NCCS helps build better communities by partnering with others to serve children and families in need. 2-3-4-5
	NCCS helps children, parents, and guardians build self-esteem in a fun and nurturing environment. 2-3-4	NCCS believes that change IS possible, regardless of barriers that might be present. 1-3-4-5	Children born into difficult circumstances need help, and dedicated NCCS volunteers are there for them. 2-4-5	The joyful gift of a child’s smile fuels the tireless efforts of all NCCS volunteers. 1-5-6	NCCS is resourceful and is guided by “Find a need and fill it.” 3-4-5-6
Brand Benefits	Engaging with NCCS provides lasting benefits driven by mutual-enrichment and affirmation.	Interactions between members and children in NCCS programs are fulfilling and build self-esteem for all involved.	Positive transformation for members is often a benefit of serving children and families that need help.	When children in need receive the same quality of love that we provide our own families they blossom.	Through its national network of chapters, NCCS volunteers and staff develop impactful engagements and trusted partnerships.
	Members develop leadership skills and are fulfilled by sharing their talents.	By treating children with dignity they develop a healthy self-concept.	NCCS encourages personal growth by providing its members with a wide range of service opportunities.	Children that experience the power of unconditional love feel more confident.	Because “one size does not fit all”, NCCS tailors its efforts to needs that are specific to a city or area.
	Everyone involved with NCCS develops a positive, hopeful approach sparked by a vision for a brighter future.	Children NCCS serves learn to treat others as they would like to be treated.	Serving with other members creates life-long friendships, personal bonds, and an opportunity to learn together.	Service that comes from love helps change everyone involved in positive ways.	The dedication that NCCS brings to its work in each community ensures that the lives of many children are improved.

Target Audiences are designated by number in the messaging boxes above:
1 = Future Members 2 = Current Members 3 = Donors 4 = Media Organizations/Public
5 = Partners/Social Workers 6 = Catholic Institutions

Brand Value	Empowering	Dignifying	Serving	Loving	Engaging
Brand Aspiration	<i>Inspired by faith, NCCS will grow and continue to positively impact the future of children that need help for generations to come.</i>	<i>Children treated with respect will respect themselves more and extend that respect to others.</i>	<i>NCCS will continue to serve and continue to learn, helping it become ever more dedicated, compassionate, and impactful.</i>	<i>Loving, caring, and sharing will always be the heart and soul of the National Christ Child Society; nothing matters more.</i>	<i>Through deeper engagement with communities and members, NCCS will grow its membership, offer more programs, and serve more children.</i>
Brand Drivers	<ul style="list-style-type: none"> • A strong desire to “give back” and “make a difference”. • A highly visible and likeable Pope. • Increasing amount of communities that are not meeting the needs of at-risk children. • Individuals wanting to give their lives a “sense of purpose”. • Decreasing tax revenues that cannot provide the level of support certain children need. • Increasing amount of families that cannot meet their children’s needs. 				
Brand Personality	A national organization of dedicated volunteers driven by faith, love, and humility to improve the lives of children in need.				
Brand Equation	Children that need help + NCCS = a generation that has been treated with love and dignity and is better prepared to meet life’s challenges.				

National Christ Child Society: Communication Toolbox

Practice Using the Brand Values Matrix

- ✓ Think through what you’d say to a potential new member, potential donor or other key audience using the matrix
- ✓ Get your board together to practice the messaging they need to communicate to others
- ✓ Which of the NCCS Brand Values inspires a personal Christ Child experience you can share with others? Which audience would most benefit from hearing it? How can you tell the story in an impactful way?
- ✓ Prepare for your next full chapter meeting using the Brand Values Matrix to hone your messaging as it relates to what you are asking of your members—or what you are recognizing them or thanking them for.
- ✓ Collect and publish chapter stories that reflect our values in newsletters & updates, on the web/Facebook, and in conversations in your community

Be Mindful of How You “Show Up” as a Leader to Communicate

- ✓ How do you “show up” in different scenarios?
- ✓ Do you share a genuine passion for the life changing work you do?
- ✓ Do you have a clear message and know which audience you are addressing?
- ✓ Do you use appropriate eye contact and warmth?
- ✓ Do you answer audience questions with interest, patience and grace?
- ✓ If you don’t have the answer, tell the person you’ll work to find the answer for them—and then do.

Follow the Lead of Mary Virginia Merrick

- ✓ Be bold. Tell your story for the children and be personal and authentic—the rest will follow
- ✓ Don’t be afraid of trying new things, even if it doesn’t go perfectly. **Nothing is ever too much to do for a child!**

Sample Script to

Audience - Future Members

The Christ Child Society is a 130-year old national organization of dedicated volunteers driven by our faith and by love to improve the lives of children in need. [Brand Personality]. Chapters serve children in a variety of ways. Layettes provide essential needs for newborns and are assembled and delivered to under-resourced mothers via churches, pregnancy centers, missions, and hospitals. While Layettes are our signature project, other programs are designed to meet the needs of each community, such as quietly helping out individual children with uniforms, shoes and school supplies at schools we support. [Dignifying] The joyful gift of a child's smile fuels the tireless efforts of all NCCS volunteers. [Loving] It is so exciting to know we are making a difference in the lives of these children, especially with layettes. An effort to help the infants on their way with a 'first' book and a 'read-to-me flyer' which encourages and demystifies parental reading. [Empowering]. Times set aside to pack the layettes are so fulfilling because committee members are full of joy in realizing when children in need receive the same quality of love that we provide our own families they blossom. [Loving] As our founder said, "The personal element brings true charity into life. The giver and the gift are brought together and the link is the Christ Child."