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|  | 2014 OFN CONFERENCE OCTOBER 14–17, 2014 • THE SHERATON DOWNTOWN DENVER, COLORADO | |
| OFN Member Brand Toolkit Focus Group | | |
| Lina Page, EVP Strategic Communications, OFN Thursday, October 16, 2014 | | |
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| 2014 OPPORTUNITY FINANCE NETWORK CONFERENCE | |
| Objectives | |
| <ul style="list-style-type: none">■ Preface: the CDFI Brand■ Preview: Brand Toolkit■ Discuss: How to Make it Work for You | |
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A Mass Market Brand for CDFIs

- Our ambition is to achieve mass market awareness. We want CDFIs to be a household name.
- Because: we will attract more supporters and create opportunity for all.
- We think big!
 - Cover of Time Magazine
 - Halftime ad in the Superbowl
 - The President's State of the Union Address
 - Celebrity Endorsements
- We invite you to help us get there.



We Believe in Opportunity. For All.

- Launched at the Conference in 2013
- A brand for all CDFIs—to build the category
- Accessible, engaging, and memorable
- Delivers visibility for our national work: via ofn.org, videos, social, and media relations
- Enhanced by individual CDFIs and stories of local success



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Brand Toolkit: Launching 2015

- Available to OFN Members via log-in at ofn.org
- Supports a national CDFI brand
- Connects your CDFI to the national brand
- Includes brand tools and resources
- Features a brand discussion forum

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MEMBER BRAND TOOLKIT

OVERVIEW

Welcome to the OFN Member Brand Toolkit. A unique benefit of OFN Membership, this is a one-stop resource for aligning your CDFI with the powerful industry brand: "We believe in Opportunity. For all."

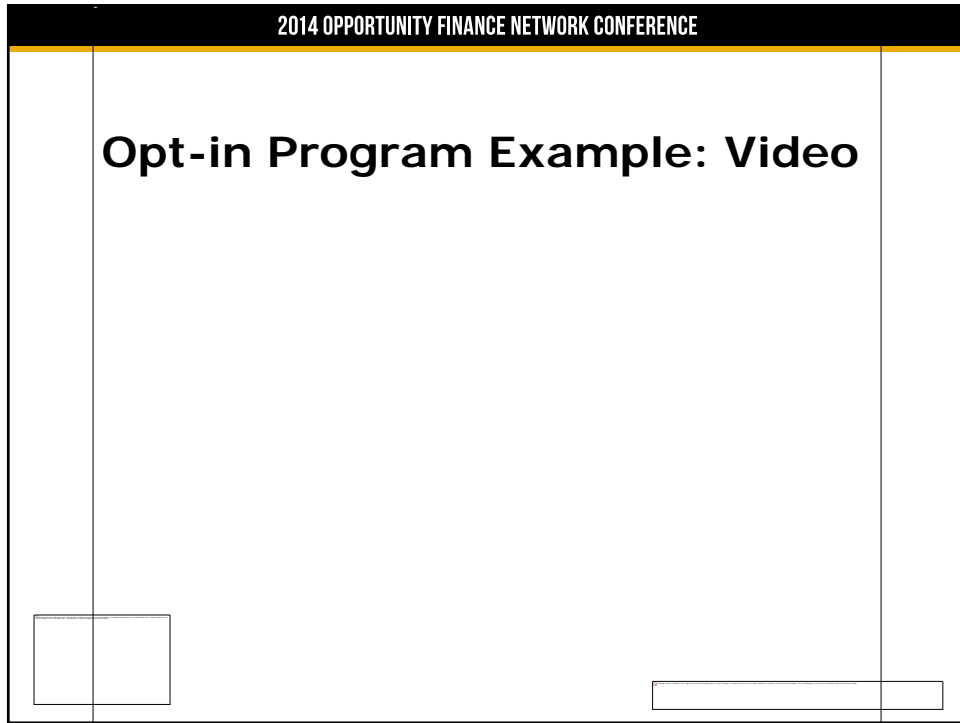
We've created the tools and tips offered here to help you reach more audiences—from policy makers to borrowers, media to corporate partners, and more.

We encourage you to check back often—and check in with us to share ideas about resources and information that would help you make an impact industry wide and beyond. Email us with ideas and questions. [\[EMAIL ADDRESS?\]](#)

- Overview
- The CDFI Brand
- Brand Badge
- Brand Messages
- Member Profile
- Brand Video
- PR StoryWire
- Borrower Stories
- Brand Podcasts & Calls
- Brand Forum
- BrandFeed

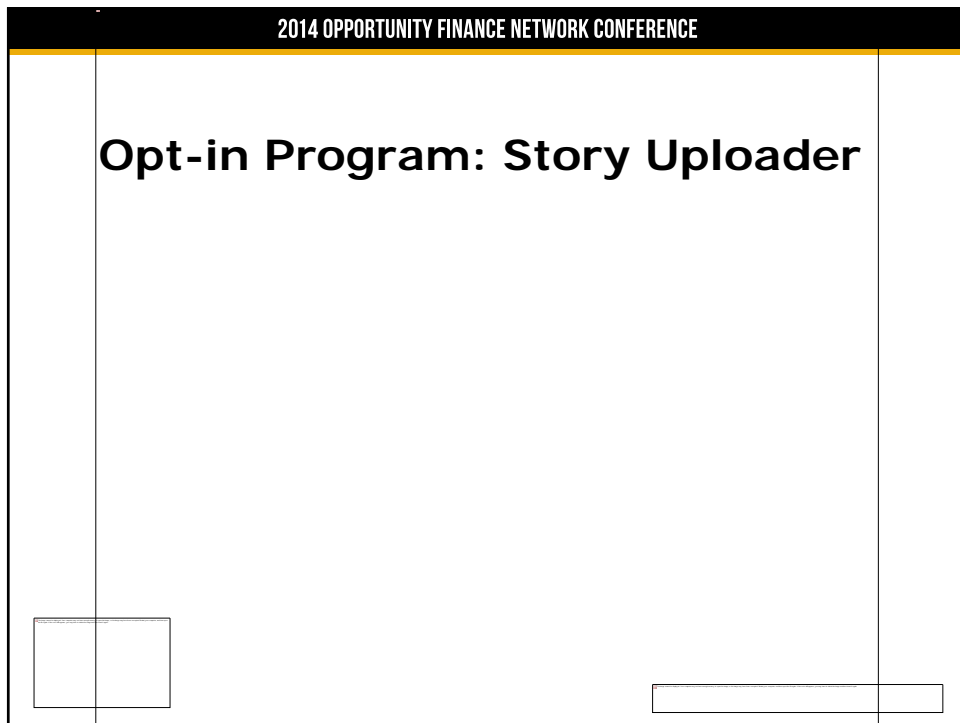
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Opt-in Program Example: Video





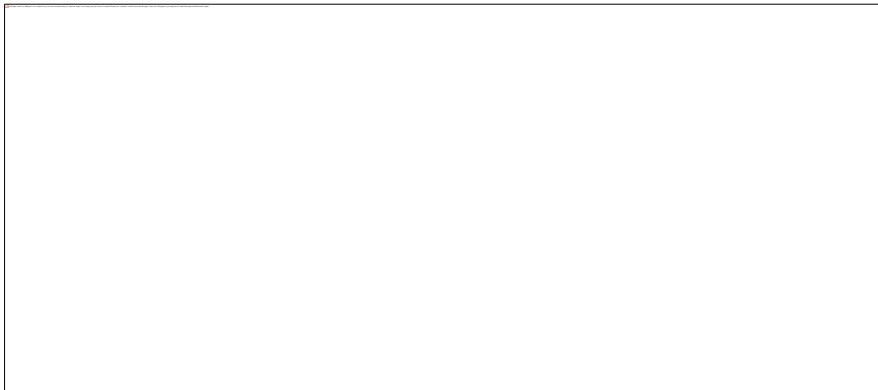
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Opt-in Program: Story Uploader



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NEW: Membership Badge



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NEW: BrandFeed



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Top Five Things You Need to Know about Social Media

1. Twitter is your best friend.

It's Growing quickly in popularity among our industry.
 It's great for connecting with reporters, funders, investors, and borrowers.
 It creates new skillsets among user—how to translate long, jargony messages into digestible soundbytes.
 Frequent updates are key—2-3 times a day, when possible—and don't forget retweets (RTs), thanks for follows (THX), and hashtag of key words and phrases (#).

2. Facebook is the best place to show off your assets.

Always post a photo (either a photo or via a link).
 Use Facebook to display the human interest side of what CDFIs do—projects you financed, people you helped
 The Facebook audience is mass market so make sure you messaging is mass market-friendly.
 Quality is better than quantity—only post when you have stories to share.

Share the love by liking and commenting on your own

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Recap of Toolkit Features

- The CDFI Brand
- Brand Badge
- Brand Messaging
- Member Profile
- Brand Video
- PR Storywire
- Borrower Stories
- Brand Podcasts & Calls
- Brand Forum
- BrandFeed



**TELL US WHAT YOU
THINK!**

Focus Group Prompts

- What do you like most?
- What is least helpful?
- What is missing? How can we make it better?
- Thoughts about the Membership badge?
- How often do you want to hear about branding?
- How should we communicate with you?
- What else can OFN do to enhance your communication efforts?

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PLEASE STAY IN TOUCH!

