

[CLIENT] - STRATEGIC MESSAGING

NONPROFIT AGENCIES - SOCIAL SERVICES, HEALTHCARE & PUBLIC ADMINISTRATION

The objective of the strategic messaging project is to develop concise, yet inclusive and impactful messaging that represents State-wide Nonprofit Agencies - Social Services, Healthcare & Public Administration within the state of Texas. The messaging provided within this document is for use by the [Client] as foundational content when promoting the organization to external audiences, thus ensuring a unified voice (brand) and maximizing awareness within the marketplace.

[CLIENT] MISSION

A mission statement reflects intentions and defines every action taken by the organization.

The [Client] are dedicated stewards for older adults and their caregivers, committed to providing critical services, programs and resources that positively impact health and well being.

[CLIENT] TAG LINE

A tag line succinctly communicates the brand's promise. It should capture attention and entice the audience to want to learn more.

Our Knowledge. Your Well-Being.

[CLIENT] ORGANIZATION PROFILE

What is [Client]? Clearly defines who you are and what you do, with focus on benefits (versus actual services) for more impact.

We are a statewide network of agencies with over 40 years dedicated to understanding and supporting the needs of older adults (those 60+) and their caregivers in Texas, serving over 200,000 annually and growing. This includes people from all economic and social backgrounds, those with severe disabilities, limited English proficiency, those living with Alzheimer's disease and related disorders as well as chronic diseases.

We strive to keep older adults healthy, independent and in the community, by augmenting healthcare and providing solutions to aging related issues. Our work helps to prevent emergency room visits and hospitalizations as well as readmissions; provide alternatives to nursing homes; and improve well being by offering a variety of services, programs and resources.

STATISTICS/IMPACT STATEMENTS

Utilize these statements that contain statistics to create impact and credibility. They address and support need, experience/longevity, and capabilities.

- Within the next five years there will be more adults aged over 65 than there will be children aged under five - the first time that's happened in the history of mankind
- The population of Texans aged 60+ is expected to increase by nearly 50% to over 6 million by the year 2023
- There are 28 [Client] agencies in the state of Texas with over 200k seniors served annually and growing
- [Client] agencies have been serving older adults for 40 years
- Each agency provides dozens of relevant services and programs
- [Client] has over 800 certified volunteer ombudsmen.

VALUE PROPOSITIONS (Key talking points)

The [Client]:

- Have a solid, established network of volunteers, contractors, and resources dedicated to aging services and programs, built and nurtured over 40 years. We are the senior network that people and providers rely on.
- Provide experienced and knowledgeable staff who serve over 200,000 people annually.
- Provide state-wide coverage and support for all 254 counties in TX. We also serve as part of an extended national network of agencies with resources to call upon when needed.
- Are collaborative in nature, dedicated to meeting the needs of older adults in Texas regardless of whether a formal program exists. We spearhead and participate in local coalitions addressing vital health and social service issues such as elder abuse, mental illness, caregiver burnout and lack of housing and transportation.
- Provide quality services and programs focused on meeting the key objective of providing optimal quality of life and keeping older adults independent.
- Have experience working with high-risk individuals, particularly those who are at risk for premature nursing home placement. Established under the Older Americans Act, we have been stewards for all aging Americans including those with the greatest social and economic needs.

- Have the flexibility and trained staff to implement relevant and proven evidence-based programs such as Matter of Balance falls prevention and Chronic Disease Self-Management (also known as Better Choices, Better Health).
- Within the next five years there will be more adults aged over 65 than there will be children aged under five. [Client] are experts on aging, established and ready to deal with the ever increasing aging population.

ELEVATOR SPEECH (30 seconds)

Elevator speech is a succinct, yet comprehensive verbal response to the question: What is [Client]?

We are stewards for all older adults and their caregivers in the state of Texas. When aging related questions or issues arise, they can rely on us to provide answers and solutions. Everything from providing transportation information to nutritional meals, exercise classes to medication safety screenings, we are the local experts on aging and the network people and providers rely on.