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Volunteers

inspiration in action

Inspiration in Action

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UN Volunteers is administered by the United Nations Development Programme





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Part 1: About branding



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What is a brand?

“the **promise** that captures and represents what people can expect”





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What is a brand?

“A statement about **aspirations** and even **beliefs**. A source of **identity**.”

Will Hutton

Governor, London School of Economics



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Famous brands





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Ways we communicate the UNV brand

1. Talking about UNV, our work, volunteerism for peace and development
2. Meetings with UN, volunteers, governments, NGOs, donors, beneficiaries, media...
3. Writing reports, email, presentations, newsletters, vacancy announcements



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Part 2:

How we got here



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Why UNV brand review was needed

- Expanding UNV mandate
 - Business strategy (advocacy, integration, mobilization) needs to be clarified, implemented
 - Operations growing, diversifying
- = need for clarity, consistency



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How the review worked

- UNV hired expert consultants
- All major UNV stakeholders were surveyed
- Consultants made proposals
- Project board (Core Management Team and Head, Communications) responded to proposals
- Planned solution was tested on stakeholders
- Solution was finalized and announced!



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Key reflections on stakeholder feedback from a branding perspective

Performance

- The organization is performing well and meeting partners' expectations

Messaging

- Lots of view points and messages (perhaps too many messages)
- Very broad messaging invites interpretation, e.g. governance connotations, G77 viewpoint

Culture

- Disconnect between organization at HQ level and service in the field
- Reluctance to communicate impact on the ground

Conclusions:

Danger of being too "fluffy"
Need for clarity



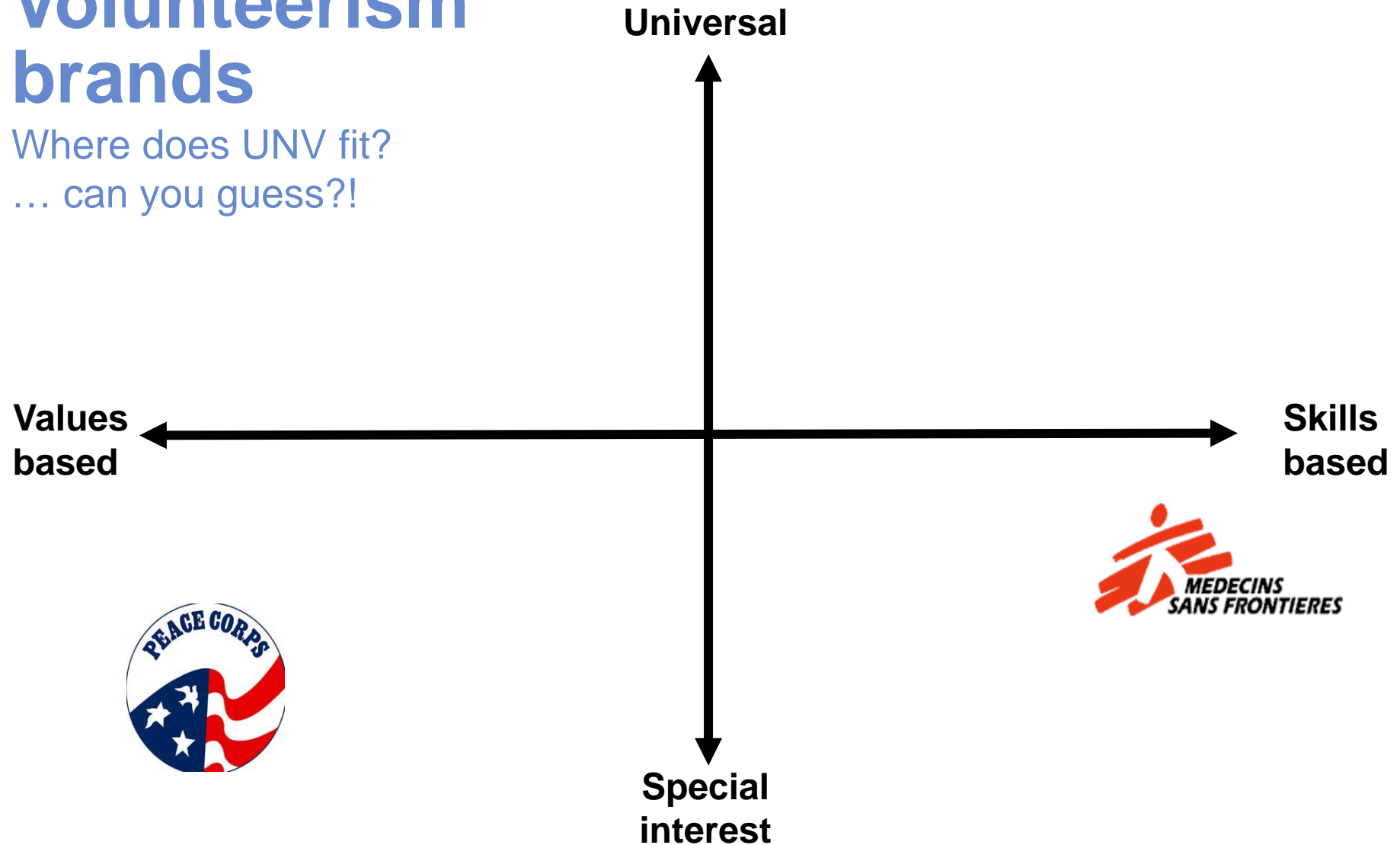
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Volunteerism brands

Where does UNV fit?
... can you guess?!





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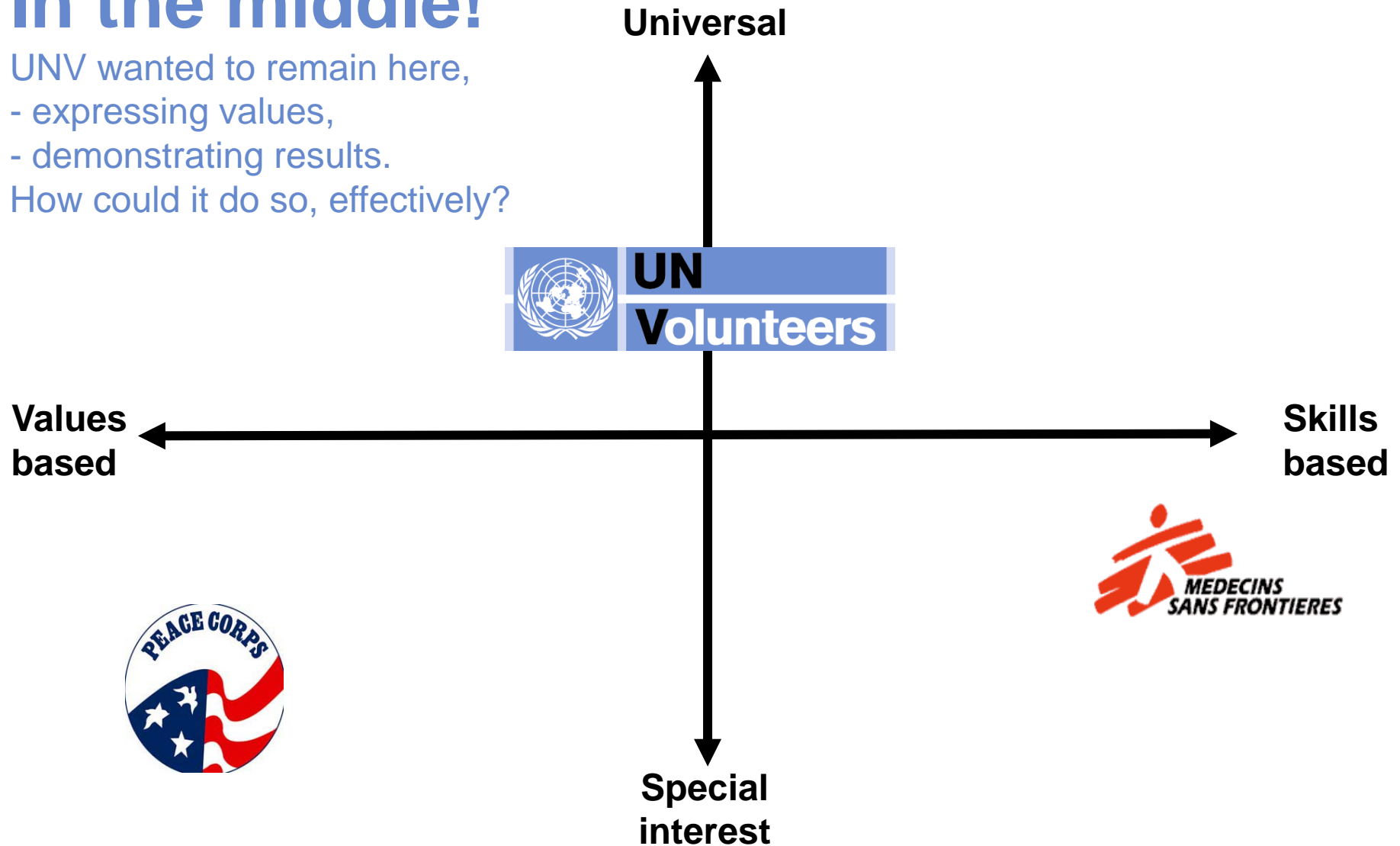
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In the middle!

UNV wanted to remain here,

- expressing values,
- demonstrating results.

How could it do so, effectively?





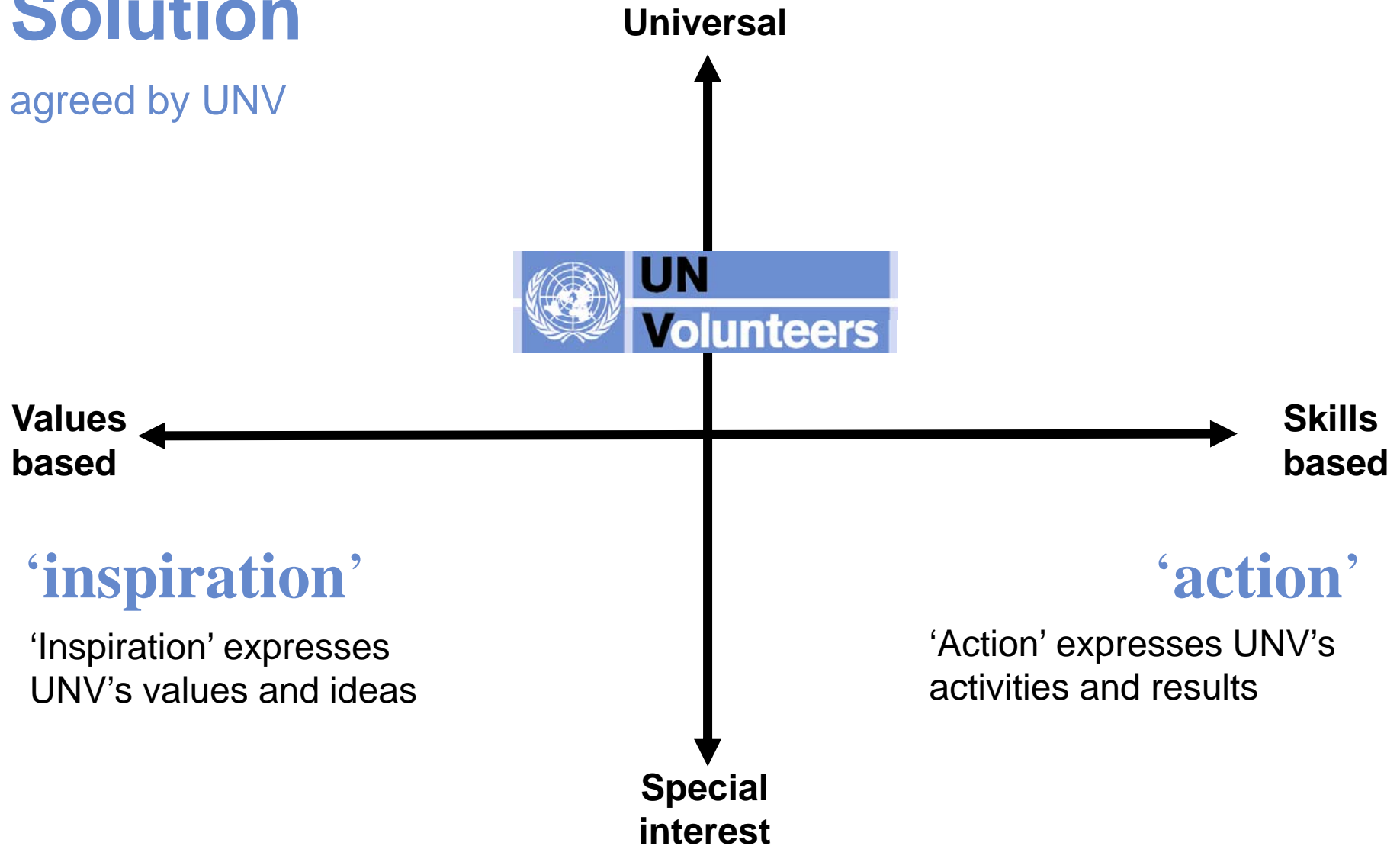
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Solution

agreed by UNV



So we get...



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Part 3: Our inspiration

WE BELIEVE...

VOLUNTEERISM

CAN TRANSFORM

THE PACE AND NATURE OF

DEVELOPMENT

THAT'S A
POWERFUL
IDEA

IMAGINE...

**OVER 6 BILLION PEOPLE
CONTRIBUTING THEIR
TIME AND ENERGY
TOWARDS DEVELOPMENT
AND PEACE**

DELIVERING

ON THAT

POTENTIAL

IS OUR MISSION

**THAT'S WHY EVERY ACTION
WE TAKE AS AN ORGANIZATION
HAS TO BE AMBITIOUS
IT HAS TO LIVE UP TO
OUR BIG IDEA**

OUR ACTIONS SAY A LOT

ADVOCATING FOR VOLUNTEERISM,
ENCOURAGING PARTNERS TO
INTEGRATE VOLUNTEERISM INTO
DEVELOPMENT PROGRAMMING, AND
MOBILIZING VOLUNTEERS

IF OUR PARTNERS
SEE VOLUNTEERISM
AS A **CORNERSTONE**
OF THEIR PROGRAMMES,
WE CAN ADDRESS DEVELOPMENT
CHALLENGES **TOGETHER**

PARTNERS INSPIRED BY THE
POTENTIAL OF VOLUNTEERISM,
THE **ACTIONS** OF VOLUNTEERS,
AND THE **ACHIEVEMENTS** OF UNV
WILL HELP US TO GROW
AND EXPAND VOLUNTEERISM

**OUR ORGANIZATION'S
PROMISE IS THAT**

**THE DIFFERENCE WE
MAKE
IS INSPIRED BY
THE IDEA WE EMBRACE**

WE ARE

INSPIRATION

IN ACTION

**EMBRACE
THIS IDEA
LIVE IT EVERY
DAY IN UNV**

**TOGETHER,
WE ARE
MAKING A
DIFFERENCE**



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Part 4: Guidelines



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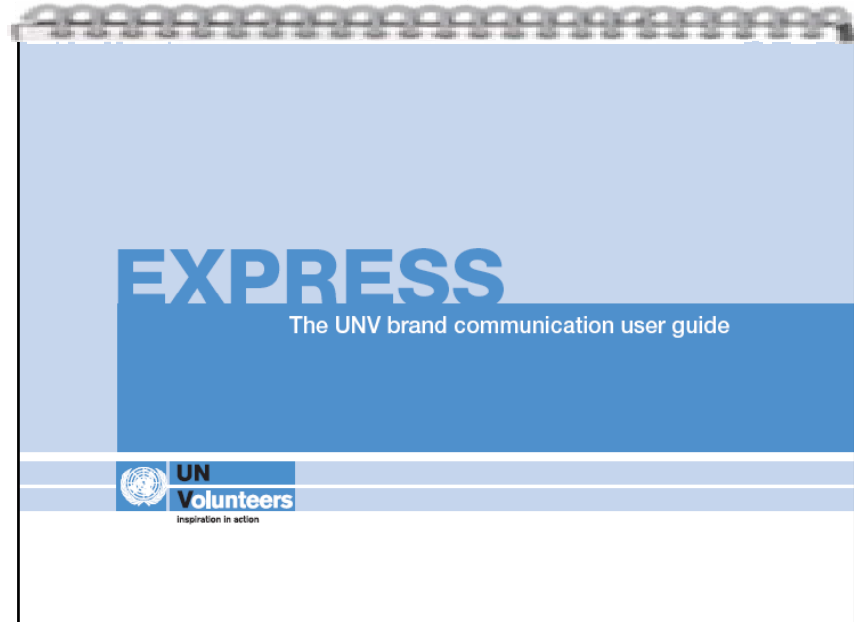
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EXPRESS

Contents

- ✓ Tagline
- ✓ Tone of voice
- ✓ Idea + Difference
- ✓ Boilerplate text
- ✓ Elevator Pitch
- ✓ Definition of 'volunteerism for development'





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Tone of voice

- ✓ Confident
- ✓ Clear
- ✓ Inclusive
- ✓ Genuine



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