

Lutheran Family Service - Logo

New Brand



Before



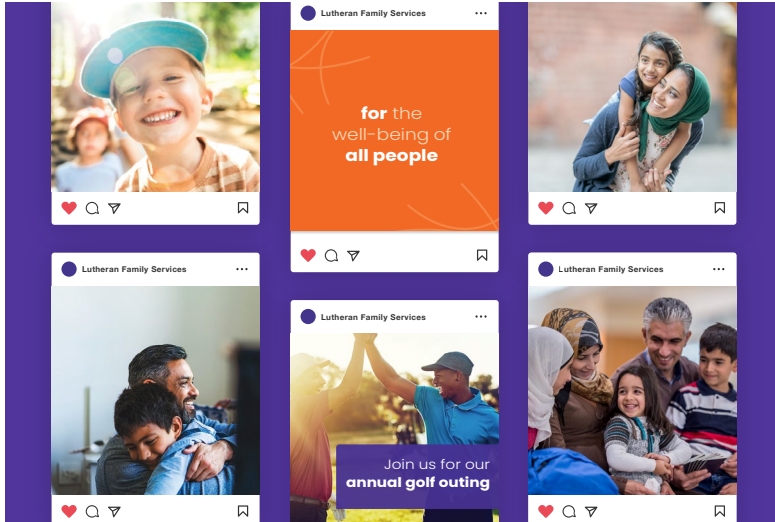
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Featured Image

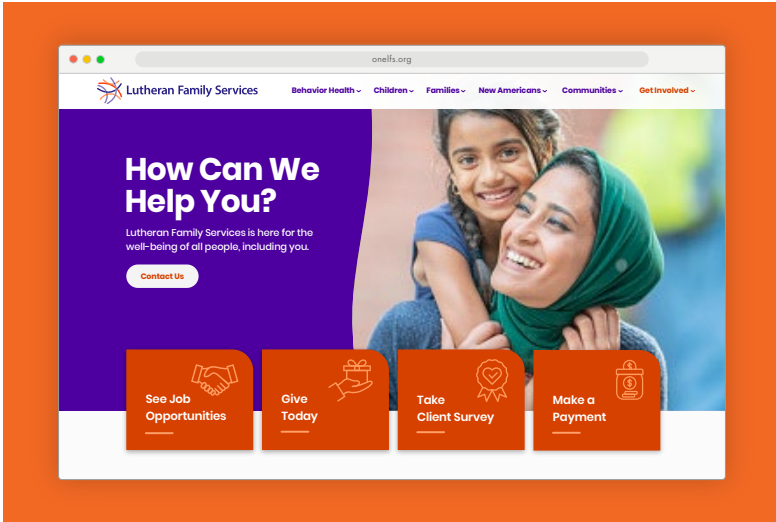


Lutheran Family Service - Logo



Social Media

Lutheran Family Service - Logo



Website

Lutheran Family Service - Logo



Shirt

Lutheran Family Service - Logo



KidGlov
LUTHERAN FAMILY SERVICES
STRATEGIC BRANDING
120121

Situation

Lutheran Family Services of Nebraska is a 129-year-old brand with an ambitious strategic plan to transform from an organization that provides services, to a place where people are served.

Lutheran Family Services of Nebraska has outgrown its current brand and is now expanding beyond the borders of Nebraska.



Strong Nonprofit Brands

Boost recognition and recall

Lift fundraising efforts

Open doors to those you serve

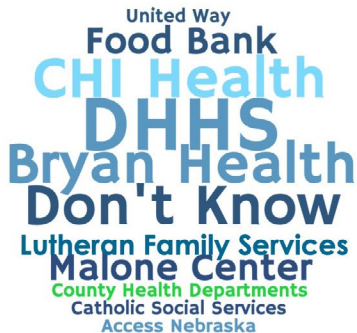
Set the stage for a positive culture

Up-level recruitment efforts

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FEEDBACK FROM INITIAL PULSE SURVEY
STATEWIDE RESPONDENTS

Awareness of Similar Organizations



A word cloud of organizations mentioned in the survey. The words are arranged in a roughly circular shape. The most prominent words are 'Don't Know', 'DHHS', 'CHI Health', and 'Bryan Health'. Other visible words include 'United Way', 'Food Bank', 'Lutheran Family Services', 'Malone Center', 'County Health Departments', 'Catholic Social Services', and 'Access Nebraska'.

United Way
Food Bank
CHI Health
DHHS
Bryan Health
Don't Know
Lutheran Family Services
Malone Center
County Health Departments
Catholic Social Services
Access Nebraska



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FEEDBACK FROM INITIAL PULSE SURVEY
STATEWIDE RESPONDENTS

Perception of Lutheran Family Services



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FEEDBACK FROM INITIAL PULSE SURVEY
STATEWIDE RESPONDENTS

Lutheran
Family
Services Logo
Impressions



FEEDBACK FROM INITIAL PULSE SURVEY
STATEWIDE RESPONDENTS

52%

would consider making a donation

*Comments indicate that "Lutheran" affiliation
is a strong influence on whether or not to donate.*

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Similar Brands in Our Region



Lutheran Family Service - Logo



Similar Brands in the U.S.



Brands with Similar Services



SURVEY FEEDBACK:
How do key constituents
view Lutheran Family Services?

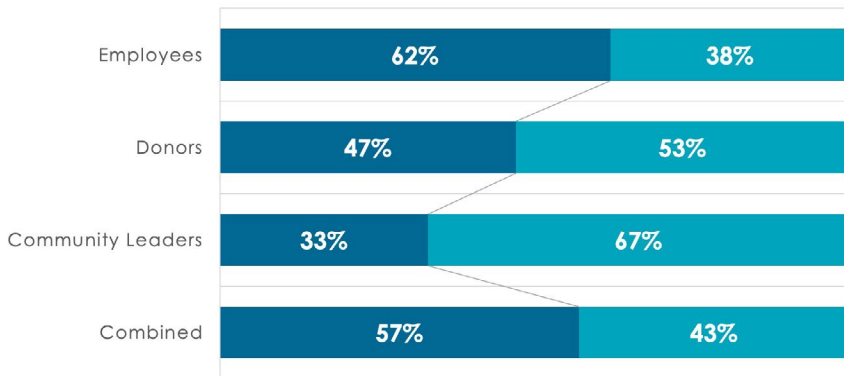


**Are there any challenges
with our brand?**

A decorative graphic in the bottom right corner of the slide, consisting of several overlapping circles of varying sizes and shades of blue and teal, creating a modern, abstract pattern.

Are there challenges with the current brand?

■ Yes ■ No



Comments

- "I don't think there really is a "brand" present."
- "There could be challenges explaining what our faith-based affiliation is and is not. I'm not certain what we can communicate our brand is."
- "People don't always know what we do, where we do it, or how we do our work."
- "I believe that our problem is more about our marketing, how we define ourselves, having a consistent color scheme, a symbol that defines us and a website and marketing materials that tell our story. These items are very outdated and inconsistent."
- "I think it is important to keep the Lutheran Family Services as part of our brand, but we need a tag line or image or both to go with it. Lutheran Family Services - connecting people to services and solutions for a better life.... or something to tell our story."
- "Our "brand" will always hinge on our human contact and the experiences our stakeholders feel. The brand need only reflect that and point to that."



Comments

- "Drop the Lutheran name and the tie to Nebraska. Needs new website, promotional items and needs to be able to tell its story better."
- "Branding needs to follow from the vision, mission, and the strategic plan of the organization. We should be clear and specific on what we are and what we are not and then design a brand that reflects that."
- "I think LFS' mission is clear (and right), even if communication of it hasn't always been. I'm supportive of changing our communication to make the mission clearer, but I'm opposed to us changing our mission in any way in service of what we might perceive as better communication/branding."
- "I do not feel like we are well known in the communities we serve. Need more brand awareness."
- "Our brand does not define who we are now in 2021."

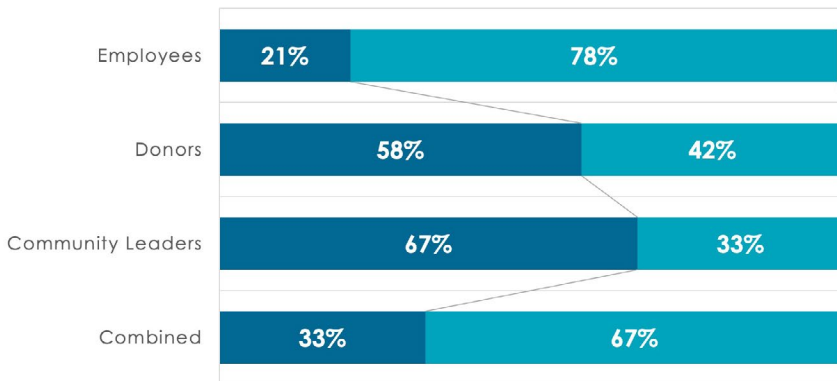


**Does our logo
represent our work?**



Does our logo represent our work?

■ Yes ■ No



Comments

- Outdated, emphasis on old vs. new, needs fresh look
- Shepard's hook and cross combined with "Lutheran" implies only serving Lutherans
- "I don't think it can begin to represent all LFS offers"
- "It doesn't speak to where we are today"
- "Lacks inclusion and diversity", "it's very religious which can have a non-inclusive connotation"
- "I think it's hard to read"
- "Speaks to the brand established nearly 130 years ago"
- "It is well known to the community" shows stability and commitment
- "Clearly represents our initials and religious affiliations"
- "Looks like a torch that represents a flame of will and opportunity"

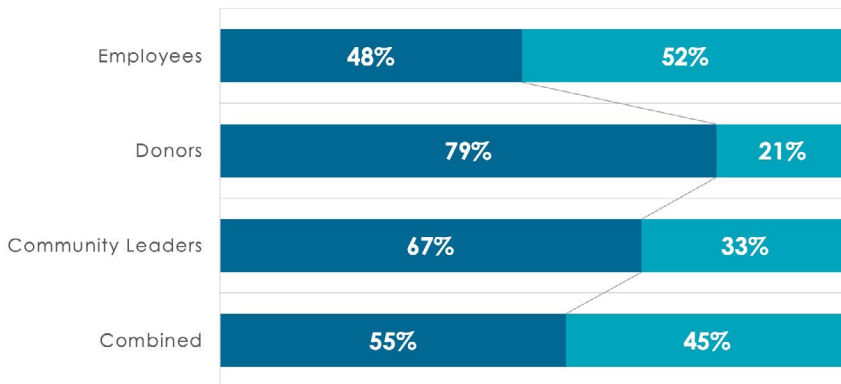


**Does our name
represent our work?**

A decorative graphic in the bottom right corner of the slide, consisting of several overlapping circles of varying sizes and shades of blue and teal. Some circles contain smaller dots, resembling a stylized pattern or logo.

Does the name represent our work?

■ Yes ■ No



Comments

“Changing an organization's name is no small thing, so significant care should be taken before such a step. Objectively, however, **"Lutheran"** (is our approach specifically Lutheran in character?), **"Family"** (families are not our only population served), and **"Nebraska"** (we currently have a presence in Iowa and are looking at expanding to several additional states) all seem inherently limiting in their scope.”



“Lutheran”

- “Confusion over the word Lutheran in the name”
- “We lose some clients because of the emphasis on Lutheran”
- “I think folks think and feel they have to be Lutheran”
- “Are we even Lutheran???? I'm not!”
- “We aren't necessarily faith based any longer”
- “I believe that we can continue to amplify the morals and values provided by the church without preserving its place in the name.”
- “Unfortunately, the name Lutheran, and organized religion have become politicized and are off-putting to some donors, funders and those seeking service.”



“Lutheran”

- “We are Lutheran. The Lutheran heritage and theology shapes what LFS stands for.”
- “It represents our roots and resonates with Christians and Christian values”
- “Implies strength and resolve”
- “A brand of quality and stability” – it would be a huge mistake to take Lutheran out
- “I’m very concerned about “ditching the faith-based” aspect
- “Tells people it is a faith-based welfare social service organization”



“Family”

- “Family services covers almost everyone”
- “We are here to make families stronger”
- “The “Family Services” part is key”
- “Tells who we serve”
- “Ultimately, all that we do is focused on strengthening and restoring families.”



“Family”

- “Family Services” doesn’t capture the breadth of the ministry that happens”
- “Family limits us when someone does not have a family as recognized by LFS standards”
- “LFS’s services are not limited to those of the family”
- “It’s not just for families! I’ve always been irritated by this”
- “What are family services? What if I’m alone?”



“Nebraska”

- “We are no longer only in Nebraska”
- “It excludes the Council Bluffs, Iowa office”
- “We offer services outside of Nebraska as well”



Target Audience Personas:

THIS TOOL HELPS US IDENTIFY
WITH KEY TARGET AUDIENCES

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Lutheran Family Service - Logo



Lifelong Lutherans

"We are Lutheran. The Lutheran heritage and theology shapes what LFS stands for."

"LFS is a brand of quality and stability – it would be a huge mistake to take Lutheran out."

About

There are a significant number of Lutherans in Nebraska. In the 18th century, Lutherans from Sweden, Norway, Germany and Denmark settled predominately in the upper Midwest.

In Nebraska, most Lutherans associate with either the Nebraska Synod of the Lutheran Church – Missouri Synod (249 congregations/108,000 members) or the ELCA Nebraska Synod (230 congregations/90,000 members).

Threats and Opportunities

If done correctly, the rebrand has the opportunity to gain positive attention that could lead to additional engagement, donations and volunteers.

If Lutherans feel that LFS has abandoned their Lutheran roots they could become alienated and sever their support.

Affiliation with Lutheran Family Services

Most Lutherans are aware of Lutheran Family Services however they are not fully aware of the breadth and depth of services provided.

They may only be aware of the service lines that they specifically participate in as a donor or volunteer.

In our initial pulse survey, 52% said they would consider giving to Lutheran Family Services because they were Lutheran.

Attitudes toward the Brand

Many Lutherans and Lutheran Congregations support LFS as part of their mission and outreach. They feel called to support LFS and are comfortable providing funding, volunteer hours and referrals because they have faith in the Lutheran doctrine. ***Removing "Lutheran" from the name will cause some to feel alienated and could end their support of the organization.***

Lutheran Family Service - Logo



Faithful Friends

"We are not Lutheran. We are Methodist. We have a strong interest in refugee resettlement and the Methodist Church is not involved in those projects, so we became connected with LFS."

"Strong values for serving and compassion is not exclusively Lutheran."

About

Christians make up the majority of the adult population in Nebraska. About 75% of the adults in Nebraska identify as Christians.

The largest single denomination in Nebraska is Roman Catholic, making up over 20% of the religious population. Protestant groups make up the majority of the remainder, with Lutheran, Methodist, and Baptist having the largest followings. Very small groups of Jewish, Muslim and Eastern Religions also reside in the state.

Threats and Opportunities

Some Protestant individuals and congregations may be hesitant to support a Lutheran-based organization.

Others may feel comforted by the fact that Lutheran Family Services is a Christian organization, particularly if their own denomination does not offer a specific human service area that they are passionate about.

Affiliation with Lutheran Family Services

LFS provides a broad range of human services within the state. Non-Lutheran congregations and individuals may choose to support a particular area of service such as refugee resettlement or family permanency.

Attitudes toward the Brand

Having Lutheran in the name may be both an advantage and a hinderance to creating donor, volunteer and referral relationships.

Lutheran Family Service - Logo



Human Servers

"Some people think it is only for Lutherans so they would not contact LFS if they aren't Lutheran."

"I like how they serve all and help to teach people how they can improve their own lives."

About

There are 936 human services organizations in Nebraska. Combined, these Nebraska human service organizations employ 29,587 people, earn more than \$1 billion in revenue each year, and have assets of \$4 billion.

Most of Nebraska's human service organizations fall into multi-service, specific population service centers, youth service, senior centers or family services organizations.

Threats and Opportunities

There is high equity and awareness in the current brand that we want to leverage in the rebrand.

Attitude Toward Lutheran Family Services

Most are highly aware of LFS even though they do not understand the full breadth of services the organization offers.

Those who are currently involved view the partnership as collaborative, innovative and of high quality.

Attitudes toward the Brand

Many within this audience are concerned that the word Lutheran may keep some from seeking services or that LFS may not receive critical grant funding from institutions that do not support faith-based organizations.

Lutheran Family Service - Logo



Trusted Team

"Although the word 'Lutheran' is in the title, the organization does not force religion on those it serves."

"Are we even Lutheran???? I'm not!"

"Family limits us when someone does not have a family as recognized by LFS standards."

About

Lutheran Family Services has a variety of employees throughout the state of Nebraska and in Iowa.

The organization is in the midst of significant change. After having the same leadership for decades, LFS finds itself with their second new CEO in just a few years.

Employees currently include a variety of both Lutherans and non-Lutherans.

Threats and Opportunities

A rebrand is an opportunity to strengthen the culture by getting everyone on the same page.

Some employees are very loyal to the current brand. It will be important to release any new branding strategically to help bring all employees along.

Attitude Toward Lutheran Family Services

People who work at LFS are supportive of the mission and are caring professionals who want to make a difference in the lives of children, individuals, and families.

They are committed to doing the work necessary to help others and don't want bureaucracy to get in the way. They want barriers removed so they can do what they love – help people.

Attitudes toward the Brand

Many feel that the name, logo and overall brand, including current marketing, do not fit the work that they do today.

While there is an openness for change with many, there are also some long-time employees who are protective of the brand and legacy and resistant to change.

Lutheran Family Service - Logo



Seeking Service

"LFS is a human need organization that provides services during crisis, helps immigrants find housing and jobs, helps in the adoption process, provides counseling for all mental health issues."

About

There are a wide-range of individuals seeking services from LFS - from young families with children, to refugees, those in need of mental health care and our veterans to name a few.

The one commonality with all individuals served by LFS is that they are all in need of help and come to LFS because it is a trusted, caring group of individuals who are known as being the safety net for their community.

Many are drawn to LFS because of their connection to faith. Some are Lutheran but others are Catholic, Methodist or Jewish. Some are not believers but come to LFS because they have faith in their people.

Threats and Opportunities

A brand change could hurt the strong awareness people needing services currently have in the Omaha area and cause confusion for people presently being served.

A new name and messaging that is more welcoming to all and better depicts the services offered could lead to growth for LFS.

Attitude Towards Lutheran Family Services

LFS is seen as a trusted community partner in the Omaha area because of their rich history and strong reputation. However, even those with awareness have no idea how much they offer to the community. People tend to know only about the services they've been exposed to.

The religious affiliation is seen as a positive for many. The organization appears to be more compassionate because of it. However, some people believe you have to be Lutheran to receive services.

Attitudes outside of the metro area are not as positive because the services offered are not as expansive and the presence is not as consistent.

Attitudes toward the Brand

People in Omaha know and trust the brand but many outside of the metro area are unfamiliar with it and lack awareness.

The word "Lutheran" tends to alienate non-religious individuals or those who practice different faiths.

They feel the logo is dated and doesn't represent the innovative programs offered by LFS.

Top Survey Results

By the numbers



Helps People Accomplish

Internal & Employees (67)
Board Members (7)
Community Leaders & Partners (3)
Donors & Corporate Sponsors (20)

$24/57/33/35 = 149$

**Caring for and protecting the
people they serve**

Caregiver



Characteristics

Internal & Employees
Board Members
Community Leaders & Partners
Donors & Corporate Sponsors

45/86/33/55 = 219

Caring, nurturing, compassionate

Caregiver



Brand Promise

Internal & Employees
Board Members
Community Leaders & Partners
Donors & Corporate Sponsors

$33/14/33/25 = 105$

Empowering people to take or maintain control

Ruler

$4/14/67/0 = 85$

Giving people a sense of belonging

Everyman

$19/29/0/35 = 83$

Helping people be all they can be

Hero



Top Words

Internal & Employees
Board Members
Community Leaders & Partners
Donors & Corporate Sponsors

51/86/100/40 = 277

Passionate

Lover

51/14/33/45 = 143

Supporter

Caregiver

46/71/33/65 = 215

Nurturing

Caregiver

43/29/33/45 = 150

Dependable

Everyman

33/86/33/60 = 212

Caregiver

Caregiver



Top Brand Archetypes

Internal & Employees	1 Caregiver 127	2 Hero 52	3 Ruler 46
Board Members	1 Caregiver 191	2 Sage 57	3 Hero 50
Community Leaders & Partners	1 Everyman 113	2 Caregiver 87	3 Lover 60
Donors & Corporate Sponsors	1 Caregiver 153	2 Hero 49	3 Ruler 49



Combined Top Brand Archetypes

1
Caregiver
558

2
Everyman
208

3
Ruler
176



Top Survey Results

By the words

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Top Words & Phrases

Who You Are

- Trend-setter, cutting edge, progressive, opportunity, energizing, innovative, bold, visionary
- Caring, kind, helpful, compassionate, welcoming, friendly, nurturing, empathy
- Inclusive, accepting, equality, nonjudgmental, genuine
- Integrity, professional, skilled, constant, reliable, quality services, expertise, leaders
- Rich heritage, history, longevity, deep roots, nearly 130-year history
- Faith-oriented, Lutheran roots, Christian-based, Sectarian
- Resourceful, adaptable, ability to pivot
- Important, empowering



Top Words & Phrases

What You Do

- "Positive helpful community resource"
- "Serving the vulnerable bringing community to all"
- Human services, community services, assistance, help, support
- Children and family services, child welfare, family preservation
- Social service refugee care, immigrant support, refugee resettlement, new American services
- Translation services, ESL
- Adoption (for women who decide to give up their baby)
- Foster care, foster parenting, Kinship, fatherhood reunification
- Child abuse prevention
- Parenting support, parenting classes
- Behavioral/Mental health, counseling, therapy
- Substance use treatment
- Representation for underrepresented individuals, impoverished, marginalized
- Health services, medications
- Case management, wrap-around services
- Sex trafficking intervention
- Scholarships
- "Three core areas of service: children, refugees/immigrants, mental health"
- Impactful, "hand up, not out"
- "...and a myriad of other services"



Top Words & Phrases

How You Do It

- Multi-state health and human services organization
- Services to a diverse population, urban and rural, lifespan
- Services in office, from home or out in the community
- Services to low-income families, help those in need regardless of their ability to pay
- Help all people...not just Lutherans, bold and faithful service
- Comprehensive, diverse services, breadth of services, holistic, all encompassing, multifaceted
- Expansive resources, over 30 programs
- "Serves physical/medical/emotional needs in Nebraska"
- Telehealth
- Evidence-based
- Inclusive mindset, "A safe place where clients are met where they are at and welcomed"
- Deep understanding of trauma-informed care



Top Words & Phrases

Why You Do What You Do

- Faith, Christian, doing God's work, Lutheran ministry
- Safety, hope and well-being for all people
- Healing
- "Services that help others live better lives."
- "Improve lives and strengthen communities"
- "We're here to help you succeed in what you want to do."
- "Hope Makers"
- "A place to go to get help and understanding."
- "I have felt part of something great during the year I have been an employee."
- Staff become more than providers, they become a pillar of support
- "Transformative in people's lives"
- "I was down, and they helped me up."
- Life-affirming services



“Compassionate, Christ-centered service provider for families in crisis due to poverty, mental health issues, parenting, being a new refugee or adoption choices.”



“Leader in behavioral health,
refugees and
community well-being.”

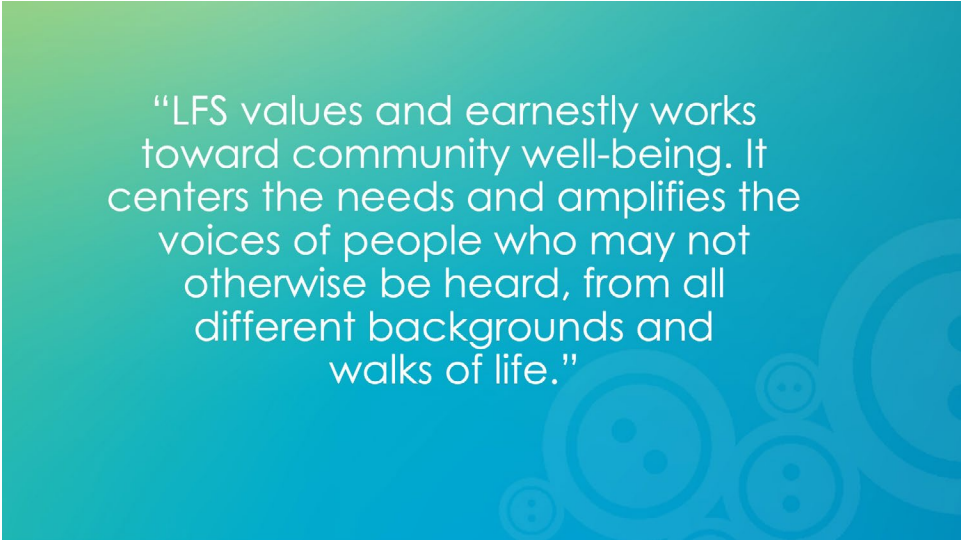
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“It is a human need organization that provides services during crisis, helps immigrants find housing and jobs, helps in the adoption process, provides counseling for all mental health issues.”

“A place that offers a wide range of services to a diverse population, urban and rural populations, to help improve lives and strengthen communities with a focus on expertise in 3 core competencies.”



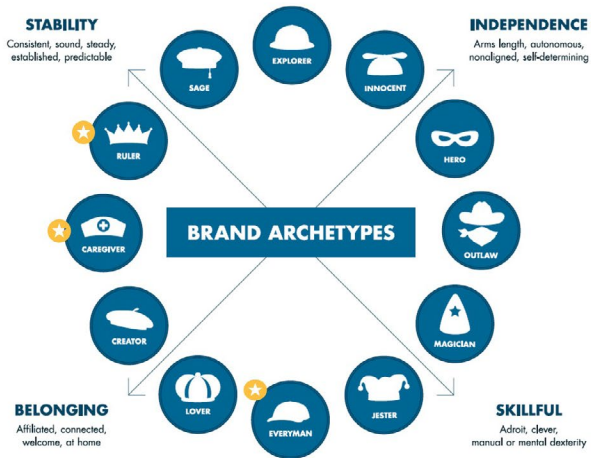
“LFS values and earnestly works toward community well-being. It centers the needs and amplifies the voices of people who may not otherwise be heard, from all different backgrounds and walks of life.”



Brand Archetypes

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Lutheran Family Service - Logo



Lutheran Family Services of Nebraska Brand Archetypes



Motivations

Caregiver

The **Caregiver** has a heightened awareness of human vulnerability but is less focused on concern for him or herself and more preoccupied with alleviating other people's problems.

Motivation : stability and control

Fear : financial ruin, ill health, uncontrolled chaos

Aspiration : help people feel safe

Purpose : providing structure to the world

Ruler

The **Ruler** takes control of situations, especially when they seem to be getting out of hand. It is the Ruler's job to take responsibility for making life as predictable and stable as possible.

Everyman

The **Everyman** helps trigger the behaviors and outlook that allow us to both fit in enough to be part of the group and to place a value on all people, not just those who excel.

Motivation : belonging and enjoyment

Fear : exile, orphaning, abandonment, engulfment

Aspiration : have love/community

Purpose : no man (or woman) is an island (people's desire to connect, interact and belong)



Caregiver Defined



Love your neighbor as yourself

Organizations with the Caregiver archetype are compassionate and generous; their core desire is to protect and care for others. Consistent, selfless and trustworthy, they offer a high level of customer service.

Examples of Caregiver brands include Campbell's Soup Company, the Red Cross, Amnesty International, Peace Corps and Humane Society. Mother Theresa is a person with Caregiver qualities.

In marketing, the Caregiver brand should convey a tone that is warm and welcoming. In messaging, words should be kindly instructive. Images should have softer edges with warmer colors.

Caregiver brands often:

- Support or nurture families
- Serve the public sector
- Help people stay connected with and care about others
- Help people care for themselves
- Are a nonprofit or charitable cause



Everyman Defined



All for one and one for all

Organizations with the Everyman archetype are representative of the common man and woman. Think of a comfortable group where everyone fits in. This archetype seeks to bond with others by being humble, hardworking and friendly. The Everyman brand is happy just the way they are – real and honest.

Examples of Everyman brands include Target, Lowe's, Ikea and Cheers. People with the Everyman archetype include Tom Hanks and Princess Diana.

In marketing, the Everyman uses a voice that is easy to understand and inclusive.

The Everyman brand often:

- Gives people a sense of belonging
- Provides an everyday functionality
- Has a down-to-earth organizational culture
- Differentiates in a positive way from more elitist or higher-priced brands



Ruler Defined



Take control and lead

Rulers know how to get things done. They enjoy leadership roles and act in a commanding, authoritative manner. Relationships are defined, as are policies and procedures. The goal of a Ruler is to lead people to a common destination through confidence, determination and influence – to create order from chaos. Or in other words, to create a prosperous, successful family, company or community.

Examples of the Ruler archetype include Microsoft, Rolex, Gillette, The New York Times, Steve Jobs, Franklin Roosevelt and Moses.

The Ruler identity is often for high-status products used by powerful people, or by a product that helps people be more organized. Ruler communication is straightforward and direct without a lot of flowery language.

Ruler brands often:

- Offer a lifetime guarantee.
- Inspire people to maintain or enhance their grip on power.
- Have a regulatory or protective function.
- Are moderate to high in price.
- Want to differentiate themselves from more populist brands or ones that are a clear leader in the field.

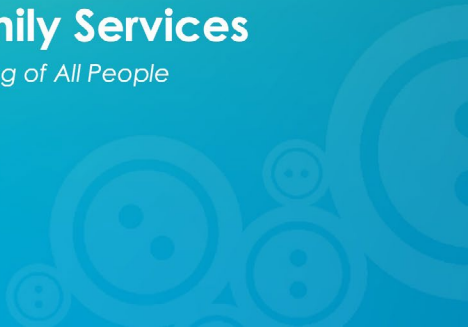


**Name &
Tagline**

KidGlow

Lutheran Family Services

For the Well-being of All People



Lutheran Family Services

For the Well-being of All People

Tagline Rationale

- "Well-being" is the state of being comfortable, healthy, or happy.
- "All" means every member or individual component of.
- "People" are human beings in general or considered collectively.



Messaging



Recommended Messaging Statement

In the purest sense of the word, Lutheran Family Services of Nebraska is here to help - to love and serve all people in finding hope and well-being.

Lutheran Family Services of Nebraska offers caring and supportive programs focused on children, community, and behavioral health.

From strengthening individuals and families to welcoming new Americans, Lutheran Family Services of Nebraska helps people gain greater self-sufficiency.

Guided by faith, Lutheran Family Services of Nebraska uses a strengths-based approach to empower people in achieving their goals in life.



Caregiver

Help, hope, caring,
supportive, health, helps,
guided, strengths-based

Everyman

Family, here, love,
all people, families, welcoming,
community, in life

Ruler

Well-being, focused,
strengthening, empower,
achieving, goals

