

# **Build A Strong Charter School Brand**

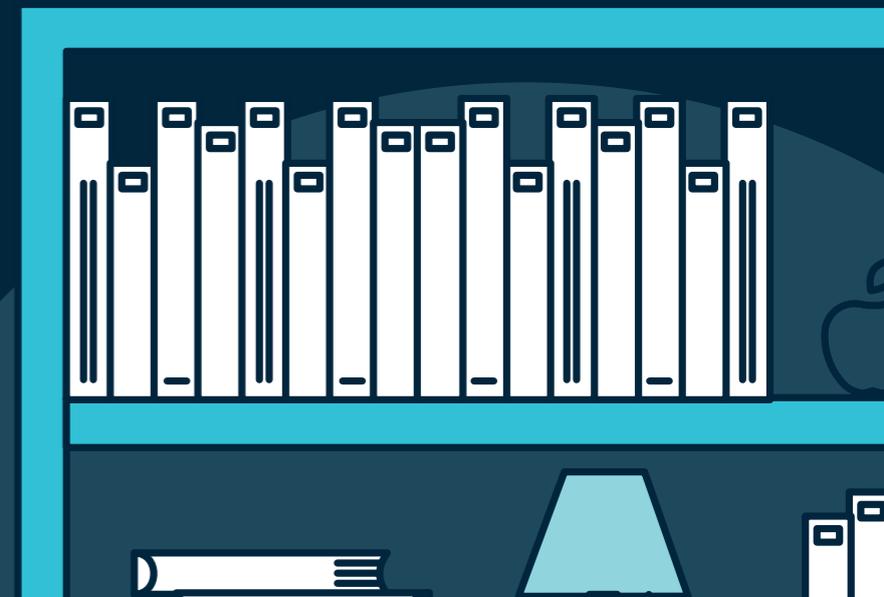
2016 Georgia Charter Schools Conference

PROOF

**We craft purposeful, passionate  
charter school brands.**

# Charter schools are changing the education landscape in America.

In the last 20 years, **more than 6,000 new charter schools** have been introduced in 40 states nationwide.



Charter schools are born from the dream of offering a choice — an alternative to standard education options that meet the individual needs of students, enhancing their futures and the futures of their communities.

**These ideals rely on your success in harnessing the components and story that support them.**





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## **FUNDING. RECRUITMENT. ENROLLMENT.**

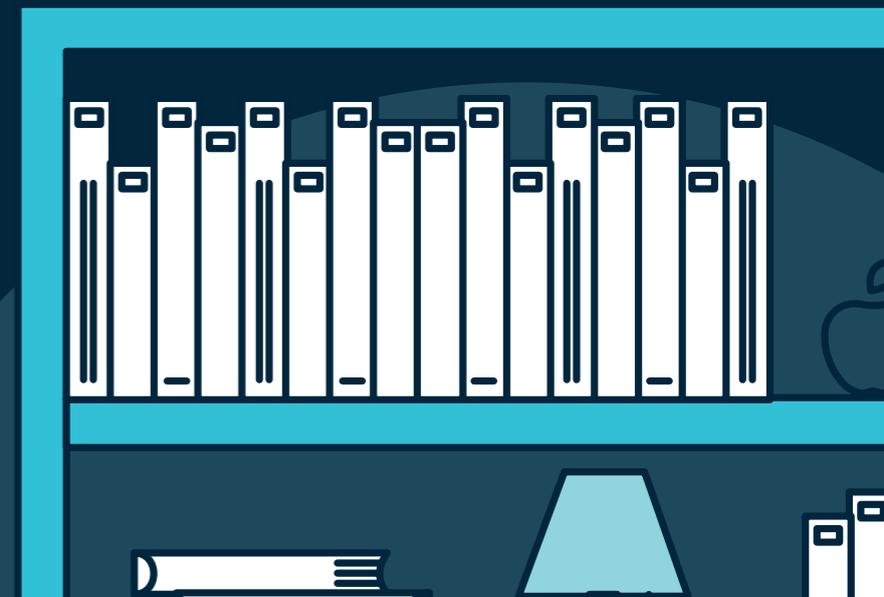
Securing quality funding, recruiting talented staff, and increasing enrollment present unique challenges. Money is hard to come by, talent is hard to attract and retain, and families are hard to convince.

**How you tell your story** can mean the difference between success, stagnancy, and failure for your school.



# What is a brand?

“People don’t buy what you sell, they buy why you sell it.” — *Simon Sinek, Start With Why*



**Your brand is a story.**

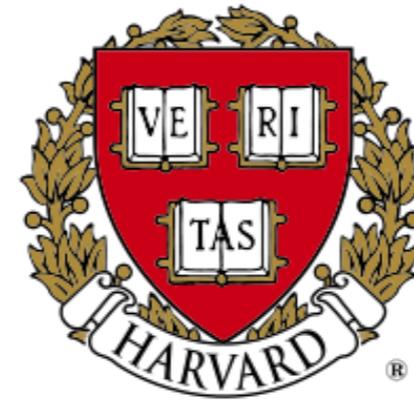


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“The real magic of your brand **is in the story you tell and how you invite your audience to be a part of it.** It’s in how you fill a void or answer a question better or differently than everyone else. It’s in the world you make possible for people.”

— *Alina Wheeler, Designing Brand Identity*

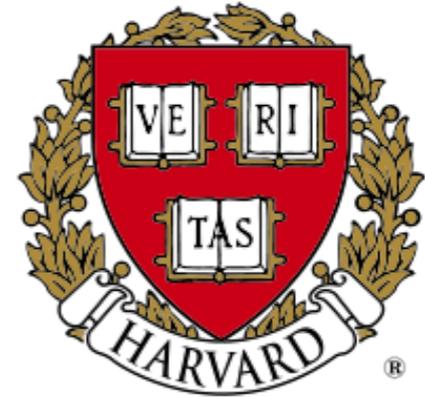
# Every brand has a story.



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Accessible. Comfortable.  
Expected. Third place.  
Consistent. Global.



Legacy. History. Prestige.  
Tenured. Best. Excellence.  
Credible. Classic.



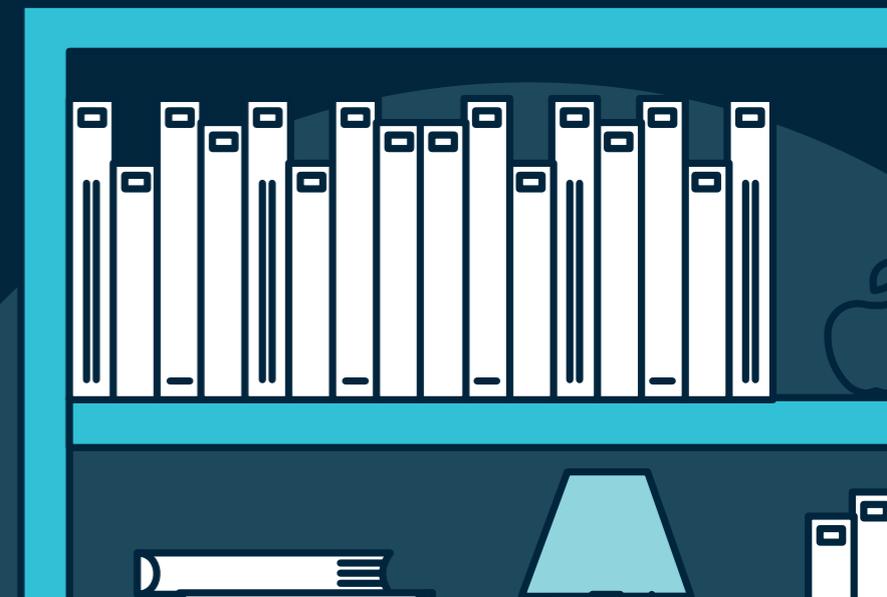
Inviting. Travel. New. Curious.  
Warm. Welcoming. Vibrant.  
Eclectic. House. Home.



Easy. Accessible. Possibility.  
Current. Information. Smart.  
Innovative. Savvy. Tech.

# The story you tell.

What words do you use to define your brand's identity and personality?



# Strong brands...

...are **consistent** at every touchpoint.

...are supported by **strong teams**.

...are **not** forced.

...**care** about their image.



# Brand Declaration

## Contribution

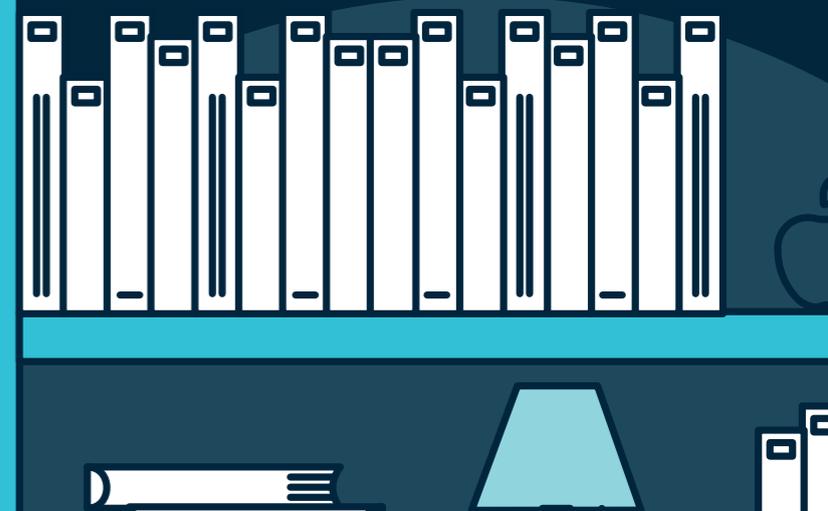
*What you do. What you offer. What you provide.*

## Key Market

*Who it's for. Your target audience. Your community.*

## Distinction

*What makes you unique. What you do best.*



# Tennessee Charter School Center

TCSA services quality public charter schools by educating communities, empowering supporters, and promoting legislation to create an educational landscape of excellent options for all students.

# **NASA**

NASA strives to understand and protect our home planet, to explore the Universe and search for life, and to inspire the next generation of explorers... as only NASA can.

## **Democracy Prep Public Schools**

Democracy Prep Public Schools educates responsible citizen-scholars for success in the college of their choice and a life of active citizenship.

- + What do you love most about teaching?
- + **What is the most exciting part of your day?**
- + How did your school get started?
- + **What are the demographics of your school?**
- + What do your students love about learning?
- + **What is your school's impact on the community?**
- + What is a challenge your school is currently facing?
- + **How is your school/organization growing this year?**
- + What is something you're doing that no one else is?

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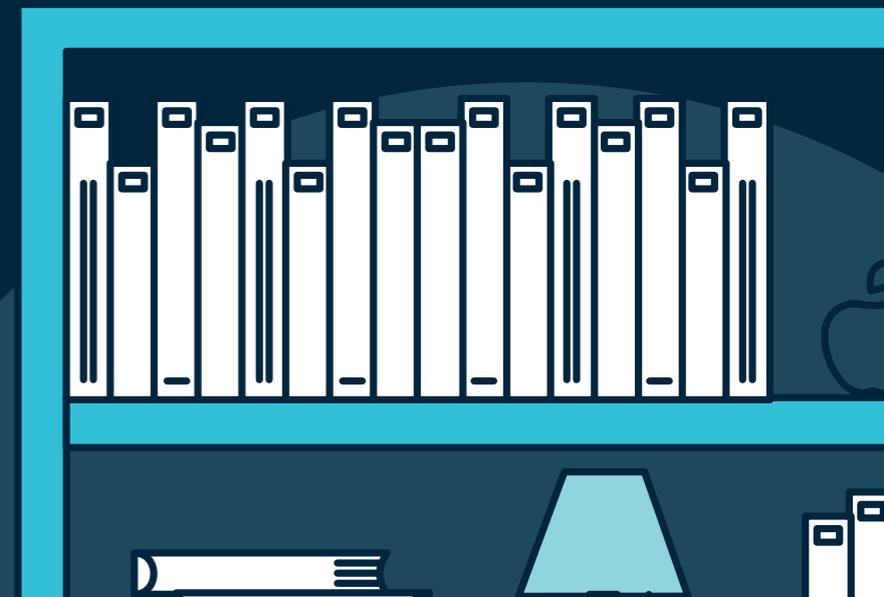
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# Your brand should...

...understand and embrace “**why**”.

...**consistently** tell an engaging story.

...put **community** before company.

...be **cohesive** across platforms.

...create an **experience** and evoke emotion.

...**invite** others to take ownership.



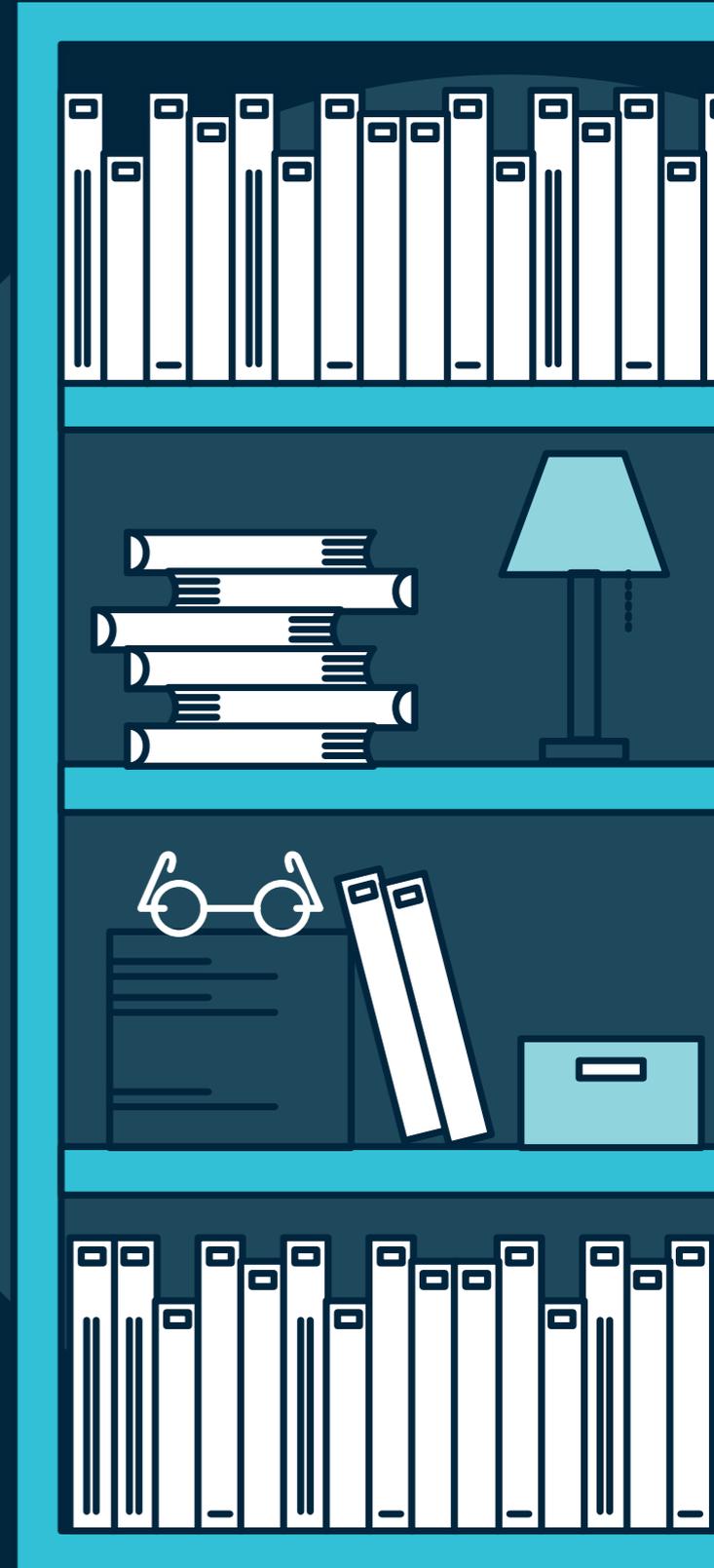
# When everyone's on board:

- + Students become **more engaged scholars.**
- + Teachers become **more passionate educators.**
- + Parents become **more invested advocates.**
- + Staff become **more motivated leaders.**



# You're ready!

You're ready to take the next steps with your brand to increase **funding**, **recruit** top-tier talent, and bolster **enrollment** through effective branding and storytelling.



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