



# POSITIONING STATEMENT

## Bread for the City's Holiday Helping Initiative

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*Friendly reminder, folks. This is an INTERNAL statement. Never-will-I-ever use it verbatim in any marketing materials or networking event. It is meant to navigate and inspire the team to all play from the same sheet of music and to stay on brand.*

*Take a look at the following THREE possible positioning statements to drive our messaging (sponsor families, ask your friends to sponsor families) and call to action (become a social justice influencer).*

*Which one would position Bread in the best possible way to get to goal (\$1Mil raised in 1 month)? Or perhaps it's a hybrid....*

*Bread for the City, what drums are you beating with this work?*

*Dive in.*

### **VERSION 1: For "The Influencer"**

For donors, gift-givers, and altruistic types who need to do more—much more—good for the communities they care about, **Bread for the City's Holiday Helpings** is THE Giving Program that delivers the opportunity to leverage their own network to inspire friends, family, and colleagues to sponsor a \$50 gift card for DC-MD-VA families hit the hardest by economic, social, and public health crisis because everyone deserves a little peace, love, and understanding at the holidays.

#### Messaging Buckets

- Use your network/platform/newsfeed for good, not evil
- Influence your people to contribute to the same cause that you care about
- Make an exponential impact on your charity work :: [MIC DROP](#) ::



### **VERSION 2: For “The Giving Program”**

For people who want more this holiday season for folks in the DMV hit the hardest by economic uncertainty, COVID-19, and uncontrollable forces at play in their everyday lives, **Bread for the City’s Holiday Helpings** is THE Annual Fundraising Campaign & Giving Program that delivers \$50 cash assistance to anyone in need, a small (but meaningful) booster to dress the holiday table, safely travel to visit family, or put something extra under the tree for a loved one, because in 2020 Bread for the City, everyone deserves to feel normal, even if just for one day.

#### Messaging Buckets

- Play “Secret Santa” for someone who will really, really appreciate it
- Empower people and communities to retain the dignity of their own decisions
- Sponsor a wee bit Peace of Mind in a time of vast and devastating turmoil (i.e., feel normal for a day)

### **VERSION 3: For “Fundraising, Charity Work, and Philanthropy as a WHOLE”**

For social justice, economic empowerment, and crisis relief efforts that need a new, noble/nimble way of fundraising and providing support to community members in the “Age of COVID,” **Bread for the City’s Holiday Helpings** is THE Annual Fundraising Campaign & Giving Program that delivers cash assistance to anyone who needs it, because only Holiday Helpings turns tradition (free turkey, you-get-what-you-get-and-you-don’t-get-upset) into progress (only you know what’s best, spend-the-cash-equivalent-any-way-you-damn-please.)

#### Messaging Buckets

- BOTTOM UP! empowerment
- Gift the dignity of one’s own decisions, not a frozen turkey; we are more than bread
- Innovate: turn tradition into progress