



**Wardrobe for Opportunity**  
***Brand Messaging Guide***

## Organization Identity/Messaging Strategy Foundation:

**Mission:** *WFO supports Bay Area residents to access high quality career services to achieve economic success.*

### **Marketing message:**

“WFO is a resource to break the cycle of poverty in the Bay Area and level the employment playing field by outfitting aspiring professionals with the confidence, skills, and attire to interview, earn and launch their careers.”

**Vision:** *A Bay Area where everyone has a living wage.*

### **Marketing message:**

“WFO’s goal is to close the growing wage gap in the Bay Area and ensure all residents obtain financial freedom.”

## Core Programs Marketing Messages:

### **Fundamentals Program:**

“This is just the beginning! The Fundamentals Program is our two-week workshop which equips aspiring professionals with the interviewing, image, financial literacy, and workplace navigation skills they need to launch and develop successful, fruitful careers.”

### **Pathways Program:**

“The Pathways Program is our eight-week workshop for underemployed professionals who want more out of their jobs and careers - we’ll take a deep dive to help you polish your interview, image, work culture, and financial literacy skills so you can launch your full-time career.”

### **Success Series Program:**

“Been working steadily but want to get that raise, promotion, or start your own business? The Success Series Program is our 14-week workshop for professionals with three or more years of experience. You’ll gain impactful knowledge for career development, entrepreneurship, co-ops, and investments as well as a tailored experience working with a transitional career mentor to achieve your goals!”

## Supplemental Services Marketing Messages:

### **Mock Interviews:**

“Job interviews can be intimidating, especially when you’re just starting out. That’s why our Mock Interview Workshops are available year-round to give aspiring professionals a safe space to practice and hone their answers. Take advantage of our three-hour sessions to increase your chances of landing your first professional position!”

### **Working Wardrobe:**

“So, you’ve landed a great position and are excited to begin your career! But what should you wear? Schedule a Working Wardrobe Session (available year-round) and in one hour, our stylists will get you set up with a week’s worth of fashionable office attire. Whether your company wears business, casual, or something in-between, you’ll be outfitted for success.”

### **Career Mentorship:**

“We all need a sounding board and someone to guide us in our careers. That’s why we offer quarterly Career Mentorship Sessions! Connect with a volunteer skilled professional to spend an hour asking questions, getting advice, and generally planning your career journey. These sessions are quick, and personalized to help you achieve your workplace goals.”

### **Financial Literacy:**

“Jobs are fulfilling in so many ways, but one of the primary reasons people work is to make money. Having a steady income is excellent, but it’s also important to learn how to save, budget, and manage your finances to make the most of all the money you earn! With our Financial Literacy Sessions, we’ll guide you through the steps to financial sustainability. Be sure to sign up for (this/next quarter’s) session!”

### **Mobile Pop-Up Service:**

“Scheduling can be difficult, so we’ve created a way to bring basic services to you! Every quarter, our Mobile Pop-Up Service spends three hours at different locations around the Bay Area. You can stop by to take advantage of a range of services including: job fairs, professional skills building, and a mobile closet of professional attire. Our volunteers can’t wait to help you tailor your professional journey!”

### General messaging notes:

- WFO's messaging to all three main audiences should be based in **enhancement**:
  - *Aspiring Professionals (Clients)* utilize WFO's services to **enhance** themselves as both professionals with career prospects, and people working towards financial freedom
  - *Community Members* share their time, money, and professional skills to **enhance** WFO's pool of professionals, as well as their own lives through this rewarding experience
  - *Funders/Corporate Partners* support and **enhance** the lives of Aspiring Professionals as well as the pool of qualified, potential employees in their community
- Any other external messaging (i.e. any messages to the general public) will focus entirely on the theme of **enhancement**, but internal messengers (current volunteers, staff, board, etc.) are also encouraged to include the idea of **confidence** (i.e. building professional confidence, interviewing with confidence, dressing with confidence, etc.), especially when working with members of the three main audiences (See 'Audience Notes' below).
- All messaging should maintain a positive slant - avoid using negative words like 'can't' and 'don't'.
- When describing the problems the organization seeks to resolve, make sure more time is spent speaking about the solutions WFO provides so the message and experience is overall positive for the audience. In short, steer away from anything WFO may not be able to do and put focus on what it can and does accomplish every day!

Audience Notes:

**1. (Aspiring) Professionals - formerly known as “Clients”:**

- a. While all three audiences are important, this audience can use somewhat greater focus. New potential messaging/talking point tactics (see below) can be adapted for communications with the general public as well.
- b. Use the terms ‘aspiring professionals’ and ‘professionals’ instead of ‘clients’ or ‘low income residents’ to lend a more empowering sense to members of this audience and WFO’s brand. These terms also set a precedent that the benefits of WFO’s work are concrete, aimed at the roots of the issue, and long-term - more than just a band-aid.
  - i. Fundamentals Program/unemployed population: use ‘Aspiring Professionals’ because they are currently working towards employment aspirations
  - ii. Pathways Program, Success Series Program and any other populations currently employed: use ‘Professionals’
  - iii. Parentheses are used around “(Aspiring)” in this guide as it is optional depending which portion of the larger audience is being addressed - do not include parentheses in actual communications
- c. Messaging to (Aspiring) Professionals needs to equate the Interview Attire and Working Wardrobe Services to the Core Programs and other Supplemental Services.
  - i. The styling session/acquisition of professional attire is an excellent gateway to the rest of the organization because it’s an instant, concrete change. However, stylists and others onboarding new professionals to the organization can share the message that clothing is only the tip of the iceberg.
  - ii. Also, by placing more focus on and advertising Core Programs and Supplemental Services, WFO has the potential to tap into new segments of the (Aspiring) Professionals audience. Some might be more responsive once they realize WFO offers more than just clothing (i.e. a person who doesn’t believe they have the skills to hold a stable job, and therefore hasn’t yet reached out to WFO because they perceive the organization as only providing attire).
- d. Messaging should focus on the whole person: learning and generally enhancing themselves inside so their confidence shows on the outside.
  - i. Tactics will relate back to this overall strategy of emphasizing the importance of Core Programs and Supplemental Services so aspiring professionals come to see new clothing as just a chapter instead of the entire story.

## 2. Community Members:

- a. This audience includes volunteers, supporters, and the local community.
- b. The main goal of engaging with this particular audience is to garner volunteers as well as clothing and monetary donation. The best messages to focus on regard the unique cause of WFO, including the unique ways to donate time and clothing (as opposed to just money).
- c. Keep in mind: volunteers and the community are really drawn to seeing results and feeling like they made a true difference. When a number, a deliverable, or an actual change is seen as a result of the volunteers' work, they are likely to be more interested and invested.
- d. In the spirit of enticing volunteers and community members with results, focus the messages on "how." *For example: A stylist spending an hour with an aspiring professional results in excellent before and after photos. Quotes from aspiring professionals are perfect as well - the hero rotator of quotes and images on WFO's website is very effective.*
  - i. For the other Core Programs/Supplemental Services, messaging could also note how in just an hour(s long) session, participants reported more polished interview and image skills, confidence, and enhanced lives. Enacting a short survey about (Aspiring) Professional's confidence as they begin and end a workshop provides some concrete data about the impact.
  - ii. This same messaging can be used for Community Members who might donate clothes or money, or raise awareness rather than being directly involved. These particular messages might share statistics or impact statements (quotes) from (Aspiring) Professionals.

### 3. Funders/Corporate Partners:

- a. This audience consists of corporations and other organizations that refer (Aspiring) Professionals to WFO, hire alumni, and/or donate money and volunteer time to the organization.
- b. This audience is also interested in results, but as their relationship with WFO is strictly transactional, the messaging (while similar to that for Community Members) is more about selling the value points of WFO and highlighting how the organization can support current, future, and potential employees of a particular company.
  - i. Effective tactics include sharing success stories via newsletters, email blasts, video, social media, etc., being sure to include a wide range of alumni - some newly in their jobs, some a few years out from beginning with WFO, and some who have greatly advanced in their careers due to working with WFO.
  - ii. This audience is most likely to get the greatest value out of any statistics WFO can share. High level statistics (i.e. overall job placement rates, number of aspiring professionals helped, number of interview workshops held, etc.) can be used in the general communications with this audience as they are effective and simple to understand. More specific data (i.e. overall job placement in a specific year, accounting for the current unemployment rate) can be saved for annual reports and one-on-one communications with current partners as they provide more context and detail to understand.
- c. For new or prospective Partners, tailor success story messages to include quotes and testimonials not just from alumni, but also from managers and constituents of the companies hiring from WFO's pool of applicants. When businesses see other businesses attest to the success of the program, they are more incentivized to jump onboard with WFO by referring and/or hiring aspiring professionals.
- d. An easy way to outline messaging for this audience is to correlate them with WFO's three main audiences: Funders/Corporate Partners want to learn about the positive effects their investment (be it time, money, material, etc.) has/could have on (Aspiring) Professionals, the Community, and their own Corporation/Partners/Workforce.
  - i. To clarify: this doesn't mean to copy/paste the messages written for (Aspiring) Professionals and Community Members into materials for the Funders/Corporate Partners - it means to use the three main audiences as a checklist because the Funders/Corporate Partners audience will want the most cohesive updates and information regarding all aspects of WFO (i.e. what's happening with (Aspiring) Professionals, Community engagement, and other Funders/Corporate Partners?)

### General Elevator Pitch:

“Wardrobe for Opportunity empowers low-income individuals across the Bay Area to launch and tailor their own career journeys, enhancing their lives through core programs and supplemental services: learning workplace skills and acquiring professional attire - everything needed to become well-rounded employees, earn a living wage, and achieve financial freedom.”

### General Taglines:

#### **Main Tagline:**

Use this tagline as WFO’s slogan; place it once or twice on website homepage, in brochures, videos, etc. - repeating this (without going overboard) across mediums will cement it as your official tagline.

- ***“Success is on the inside - we’ll outfit the outside too.”***

#### **Secondary Headers:**

These phrases can be used as secondary lines (i.e. headers for subsections in brochures, title cards for segments of video, occasional use in specifically relevant social media posts). These share ideas similar to the main tagline, but only exist to provide some variety and should be used far less often so they aren’t confused as the main tagline.

- ***“Tailor and enhance your professional journey.”***
- ***“Confidence you can wear, confidence you can share.”***

## (Aspiring) Professionals Messaging/Talking Point Tactics:

### **Audience Elevator Pitch:**

“Wardrobe for Opportunity empowers low-income, (aspiring) professionals across the Bay Area to launch and tailor their career journeys, enhancing their lives through core programs and supplemental services: learning workplace skills and acquiring professional attire - everything they need to become well-rounded employees who achieve financial freedom.”

### **Website:**

Two separate pages for your two ‘client’ types. Place these pages under the “Programs” header in the site menu:

#### 1. Title “Aspiring Professionals”:

- This page might feature before and after photos of past Aspiring Professionals, info blurbs about the Fundamentals Program, Mock Interview Service, interview attire service, Career Mentorship Service, Mobile Pop-Up Service, and Financial Literacy Service with links to sign up/email for more info for all.
- The page’s header language might first ask a question or feature a bold statement to draw the reader in “Ready to enhance yourself and launch a career?” or “Enhance your professional skills and launch your career.”
- Follow this opening with a variation of the elevator pitch. Including this paragraph will help with SEO and also provides a nice summary to new readers.

#### 2. Title “Working Professionals” (using “Working” here only to help site visitors denote difference by themselves. In all other messaging, stick with “Professionals”):

- This page might feature success stories: quotes and pictures from alumni, and info blurbs about Pathways Program, Success Series Program, Career Mentorship Service, Working Wardrobe Service, Financial Literacy Service, and Mobile Pop-Up Service with links to sign up/email for more info for all.
- The page’s header can mirror the Aspiring Professionals page with a question or statement to draw reader in: “How will you enhance your career?” or “Hone your skills and move up the ladder!”
- Also include a variation of the elevator pitch. To optimize SEO, it is good for this piece mirrors the Aspiring Professionals page text. Tweak a word or two so it makes sense for Professionals, but limiting changes will maintain the same keywords as your other pages (“professionals” “low-income” “tailor career journey” “professional attire” etc.) which Google’s algorithms will reward with better search results.

**Verbal:**

- “Interview preparation goes beyond the clothes you wear. Are your answers polished? Have you done your homework on the organization? Do you feel confident in an office environment? WFO will support you in all these aspects: take advantage of our Mock Interview and Image Services to secure a job, and our Fundamentals Program to enhance your performance!”
- “Success in your career goes beyond the clothes you wear. Are you ready for a raise? Want to learn more about your finances? Need to grow your network? WFO will support you in all these aspects: take advantage of our Pathways and Success Series Programs to enhance your professional skills and tailor your career journey. Our Financial Literacy, Career Mentorship, and Mobile Pop-Up Services will give you more confidence too!”
- Encourage stylists, staffers, and other volunteers to refer to the Core Program or Supplemental Service an (aspiring) professional attends as “part of your journey.” For example, stylists can riff on lines such as “Your outfit looks great! And it’s only half the story. Let’s get you signed up for an interview/image session so you can really put your look to work!” or “You look so confident! You know, a new outfit/image/interview workshop will make you feel even better than you do now.”
- Also encourage volunteers and anyone involved in Core Programs and Supplemental Services to address scheduling worries with (Aspiring) Professionals upfront: “We have many time slot options to work with busy schedules and child care needs. We will work with you to make sure you learn all the skills and get all the support you need to not just get a job, but launch/enhance your career.”

**Printed:**

Reflect website - make sure there is a noted difference between/within pieces so the Aspiring Professionals messaging isn’t confused with that for Professionals. Use secondary taglines/headers in brochures and other longer-form content.

**Social media:**

Build Facebook and LinkedIn following and engagement first. (Aspiring) Professionals audience is most likely easily accessible on these platforms. Twitter might also be a secondary platform to explore whether or not Facebook/LinkedIn takes off.

- YouTube and Instagram will be great once there is enough visual content to fill them. YouTube can exist as a place to host and link videos to Facebook and LinkedIn, but would not suggest promoting it much to start out.

Successful content will likely be a mix of recruitment and informational posts (social media success comes from trial and error, these are some good starting points) covering these basic ideas:

- “WFO is a nonprofit”
- “WFO enhances your skills and provides attire for interviews/jobs”
- Short descriptions/links for more info about Core Programs/Supplemental Services

- Focus on one Program or Service at a time + have at least one testimonial blog post and/or video made to show the impact of each Program and Service on an alum (these pieces also work well for engaging the Funders/Corporate Partners audience)
- “WFO helped X number of people last year”
  - Include other encouraging stats; make it clear WFO can help a wide array of people - make Programs/Services feel easily attainable so more people reach out
- Links to get more info: “Here’s a link to sign up for a Core Program/Supplemental Service”
- Overall, create a story for this audience on social media: “You CAN get a job, we WILL help you, and (of course) here’s an EASY way to get in touch.”

## Community Members Messaging/Talking Point Tactics:

### **Audience Elevator Pitch:**

“Wardrobe for Opportunity volunteers and community members empower low-income, (aspiring) professionals across the Bay Area to launch and tailor their career journeys. Our community and volunteers enhance (aspiring) professionals’ lives by sharing their time and skills: teaching interviewing/career skills, donating and styling workplace attire, and generally investing in the creation of well-rounded professionals.”

### **Website:**

- Maintain “Get Involved” header in the website menu bar, as well as all the drop down options. Move the “Internship” page to fall under a “Careers” or “About Us/Our Team” page.
  - In this drop down, or even in the proper menu header, add a link to IHeartWFO.com (call it “Shop” or “Store” if “IHeartWFO” doesn’t fit or look right).
    - Place a IHeartWFO link in the main menu so visitors can directly gain access to the store site. Add a short blurb to the store site’s homepage to explain what the store does: “Welcome to the I Heart WFO Store! We sell quality, second-hand vintage and name brand clothing and accessories, with all proceeds going to fund the Core Programs and Supplemental Services of Wardrobe for Opportunity. Your purchase here will empower low-income, aspiring professionals across the Bay Area to launch and tailor their career journeys, enhancing their lives and enabling them to achieve financial freedom.” Then include a link back to the main WFO site.
    - Use this short blurb on the “Get Involved” page of the WFO site and then provide a link after to the store site after it.
- Rearrange/clean up the “Get Involved” page, adding a variation of the elevator pitch near the top (current photos of volunteers can be maintained on the side or moved above the elevator pitch). Again, this assists with SEO and serves as the introduction to potential volunteers and community members, explaining the role they can play in the organization.
- Maintain the list of opportunities to work with WFO (Volunteer, Donate, etc.), but simplify the descriptions for each (would suggest getting rid of some of the exclamation points and aiming for a positive, yet less excited, tone). Maintain and add focus to the “Read More” links so each opportunity will have its own page for more specific details.

Include an intro blurb/elevator pitch for each opportunity page.

**Donate Blurb:**

“Wardrobe for Opportunity has been enhancing lives, launching careers, and helping Bay Area residents achieve financial freedom for over 23 years, thanks in large part to our donors! Your donations sustain our Core Programs ([LINK to Programs page](#)) and Supplemental Services ([LINK to Services page](#)), ensuring we are able to continue supporting low-income aspiring and working professionals in our community. You can even donate by shopping in our I Heart WFO store ([LINK](#)) - all proceeds from our sales of quality, second-hand vintage and brand name clothing and accessories go to our programs and services! Wardrobe for Opportunity is a certified 501(c)3 non-profit.”

**Donate Clothing Blurb:**

“Wardrobe for Opportunity provides low-income, aspiring and working professionals with office attire for interviews and work. We dress clients to make a good first impression, launch and enhance their career journeys, and increase their confidence. Your donations of gently-used, professional clothing, shoes, and accessories help make that happen. If you are interested in donating to Wardrobe for Opportunity, please read through our donation guidelines [here](#) ([LINK](#)).\*

\*We do not accept donations directly to our offices during the week. Professional clothing donations must be delivered during our Curbside Drives (more information to the right).

\*All donations must be clean, on hangers and ready to be worn to an interview.”

Supplemental Service Volunteer Blurbs:

**Mock Interviews Blurb:**

“Everyone knows that interviews can be intimidating, and can sometimes seem like large barriers to securing employment. That’s why we recruit excellent volunteers for our Mock Interview Service! In one three-hour session, you’ll be able to pass on your professional knowledge, tips and tricks to an aspiring professional preparing for job interviews. Help enhance their interviewing skills and watch as their confidence grows right before your eyes! Sign up today ([LINK](#)).”

**Career Mentorship Blurb:**

“Think of a mentor who has had an awesome impact on your career. Wouldn’t it be great to pass on that influence? Volunteer as a Career Mentor and share your insight and experience with our pool of well-rounded professionals seeking to launch and enhance their own careers. Sign up today ([LINK](#)).”

**Working Wardrobe Blurb:**

“Having a successful career is about a person’s inherent drive and talent - but the reality is it also helps to look the part! Volunteer as a Stylist and guide our professionals as they select the perfect outfits for interviews and the work week. In each hour-long styling session, watch as your styling advice enhances a professionals’ self-image and overall confidence. Sign up today ([LINK](#)).”

**Mobile Pop-Up Service Blurb:**

“For some aspiring professionals, scheduling and transportation can be challenges when trying to launch their careers. That’s why our Mobile Pop-Up Service comes to them! We need volunteers ready to share their knowledge as interview coaches, stylists, and job fair guides. Enhance someone’s life by helping them access our resources to launch and tailor their career journey! Sign up today (LINK).”

**Verbal:**

When recruiting volunteers, taking donations, or interacting with community members, emphasize the uniqueness of WFO’s work and volunteer opportunities, as well as the real impact volunteers can see in (Aspiring) Professionals and their communities:

- “An hour providing interview coaching or styling an aspiring professional helps them go on to land a career that stretches for decades”
- “Donating your time, skills, and possibly some (insert piece of business attire) that you no longer use is a small way to make a big change for an aspiring professional.”
- “Every time you volunteer or donate to WFO, an aspiring professional gets that much closer to entering and making excellent contributions to the Bay Area workforce.”
- Could also create videos/blog post testimonials or have alumni share their stories at events that volunteers and community members can be invited to. These kinds of success stories are common but that’s because they work when they’re done well.

**Printed:**

Overall, reflect the website messaging for brochures, flyers, etc.

- As part of the interview practice sessions, have aspiring professionals write short thank you notes to the volunteer who worked with them - this extends the interview training and also gives the volunteer a tangible result which will encourage them to remain involved with the organization.

**Social Media:**

This audience will benefit from the informational and testimonial posts described for the (Aspiring) Professionals audience. However, it is also important to post details about upcoming events with links to pages/emails volunteers can use to sign up for said events. Also, taking and posting photos during/after the event shows the event was fun and successful, and allows for captions thanking the volunteers for their efforts.

When potential and current volunteers see successful impacts of their work, they’re more likely to engage on social media (especially Facebook and LinkedIn, as previously discussed) and reach out/return for more opportunities.

## Funders/Corporate Partners Messaging/Talking Point Tactics:

### **Audience Elevator Pitch:**

“Wardrobe for Opportunity empowers low-income individuals across the Bay Area to launch and tailor their own career journeys, enhancing their lives through Core Programs and Supplemental Services: learning workplace skills and acquiring professional attire - everything needed to become well-rounded employees, earn a living wage, and achieve financial freedom. Our funders and corporate partners support and invest in these efforts, creating long-term change in the lives of our professionals and in the workforce of our community.”

### **Website:**

Overall messaging will touch on ROI of donations, support, volunteers, etc.

- ‘Partners’ webpage is the main page for this audience.
  - Make ‘Partners’ page the top page that appears on the site’s main menu, with the ‘Supporters’ page appearing in the drop down below it. This will help to clear up the main menu and organize all of the pages communicating to the Funders/Corporate Partners into one place.

### ‘Partners’ page content:

Begin page with some variation of the elevator pitch for this audience (SEO and informational purposes).

### **Overview Blurb:**

“WFO is able to empower low-income individuals across the Bay Area to launch and tailor their own career journeys thanks to the strength and depth of our partnerships. Our partnerships (LINK to the ‘Supporters’ page) with corporations, other nonprofits, and local organizations inform everything we do: our partners refer aspiring professionals to us; share their knowledge, time, and resources; expand our reach throughout the community; and help us promote long-lasting change in the lives of the people we assist.

Since 1995, WFO has partnered with over 150 leading community organizations and businesses. Our model enables our partners to be involved in many aspects of our work - whether sharing expertise with professionals enrolled in our Core Programs (LINK to Core Programs page), donating time and resources to our Supplemental Services (LINK to Supplemental Services page), or referring and hiring WFO alumni as well-rounded additions to their organization.

Learn more about becoming a WFO partner (LINK to Contact page/email).”

Include pictures from events/volunteer sessions involving members of this audience on the side (as they appear currently) or they can be shifted to the main content column - whichever way will match the other audience page setups.

### **Corporate Partners Blurbs:**

“WFO is honored to partner with leading businesses across the Bay Area. These companies enhance our work and the lives of our professionals by financially supporting our programs; volunteering their time and talents as mock interviewers, mentors and stylists; raising awareness; and sharing information about WFO’s career development programs with their entry-level employees.

Partnering with WFO also creates opportunities to both invest in professional development for any currently underprivileged employees, and to make connections and hire new professionals from our talented, well-rounded pool of alumni.

To learn about some of the exciting ways WFO works with our corporate partners (or to get the ideas rolling!), download our [Menu of Opportunities](#) (LINK).

For more information about working with WFO, please contact us (LINK to ‘Contact’ page)!”

### **Community Partners Blurbs:**

“WFO partners with a wide range of non-profit organizations including homeless transition programs, domestic violence shelters, foster youth support, welfare to work, and workforce development programs. Our list of partners includes non-profit organizations like The Stride Center and Goodwill Industries, local colleges such as Carrington College and Heald College, as well as governmental programs including Alameda County Social Services, Oakland PIC, and the Department of Rehabilitation.

To learn about how WFO can support your cause and the aspiring professionals you work with, please review our Partnership Agreements:

- [Standard Partnership Agreement](#) (LINK)
- [Silver Partnership Agreement](#) (LINK)
- [Pay As You Go Partnership Agreement](#) (LINK)

To become a WFO Community Partner, please contact us (LINK to ‘Contact’ page).”

### **Verbal:**

When meeting with Corporate Partners/Funders, staff members should have a case study (or two) memorized to share a success story with great results for a corporation that previously referred/hired with WFO.

- “We train and introduce a diverse range of future employees to the corporate world, so our hiring pool is deep and full of talented aspiring professionals.”
- “An investment in Wardrobe for Opportunity is an investment in enhancing the lives of people in the Bay Area. Sharing your time, knowledge, expertise, and compassion will lead to larger positive socio-economic effects for our community as well as your business/organization.”
- “Becoming a Community Partner with WFO is beneficial in so many ways! Not only will the people aided by your organization be able to open their horizons with our career development programs and services, your investment in their careers and futures will lead to connections within local corporations and businesses. These positive effects not

only alleviate long term issues like poverty, they also benefit your cause and the community as a whole.”

**Printed:**

Reflect website content and maintain ROI talking points.

**Social Media:**

Members of this audience might be encouraged to follow WFO's social media accounts to stay updated on general activities; however, this audience will not be a main focus for a social media strategy for the time being.