

Brand Strategy Thought Guide

Catholic Volunteer Network Conference 2019

<p>Program Attributes <i>Size, location, placement types, founding orders, living arrangements</i></p>	<p>Program Benefits <i>Functional, social and emotional benefits</i></p>
<p>Core Values</p>	<p>Program Personality</p>
<p>Competitors</p>	<p>Unique differentiators <i>What do you do that's different than your competitors?</i></p>
<p>Positioning statement ideas?</p>	