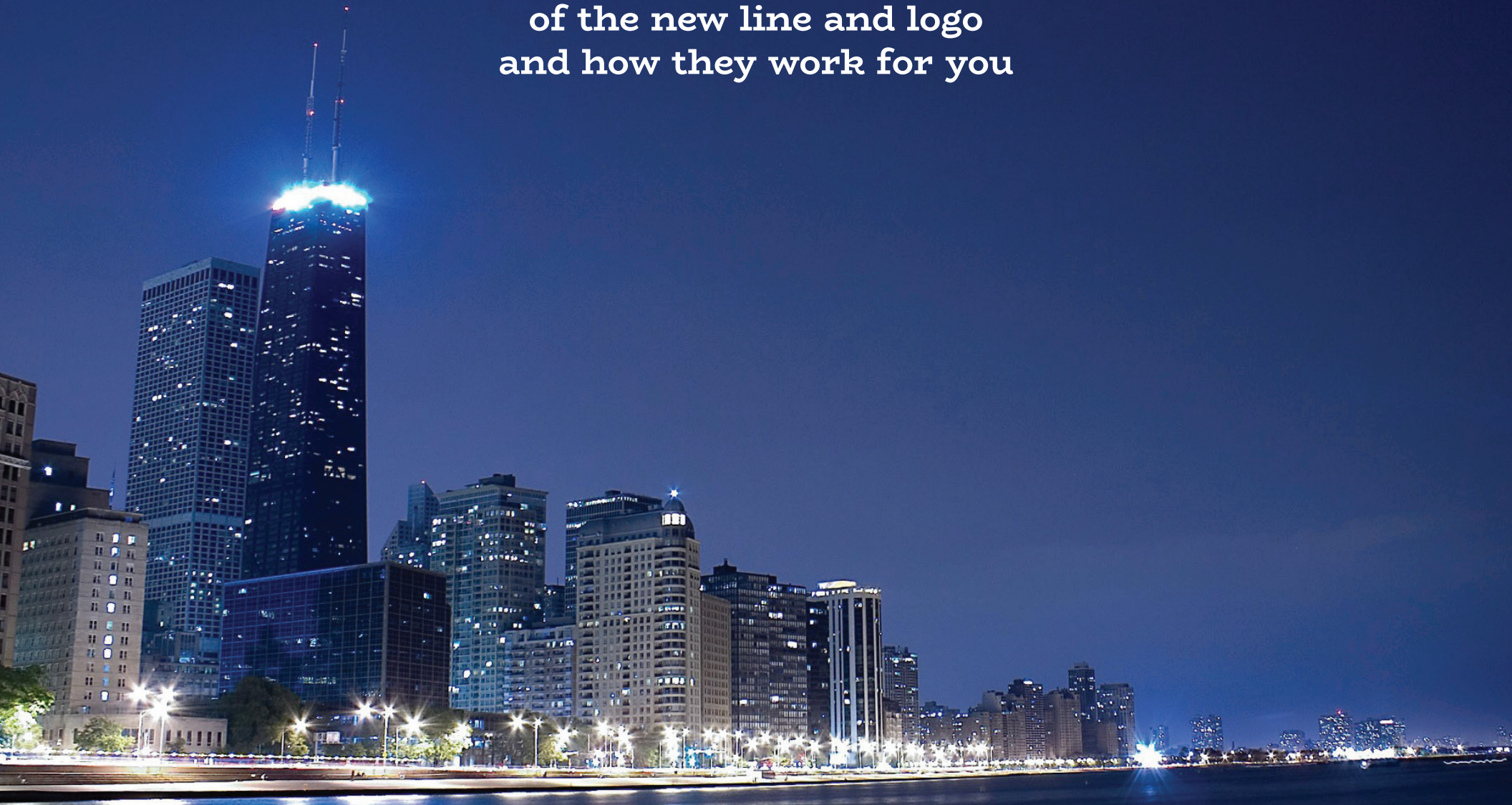


Blessings Branding Bonanza!

The What, Why and How
of the new line and logo
and how they work for you





501C3
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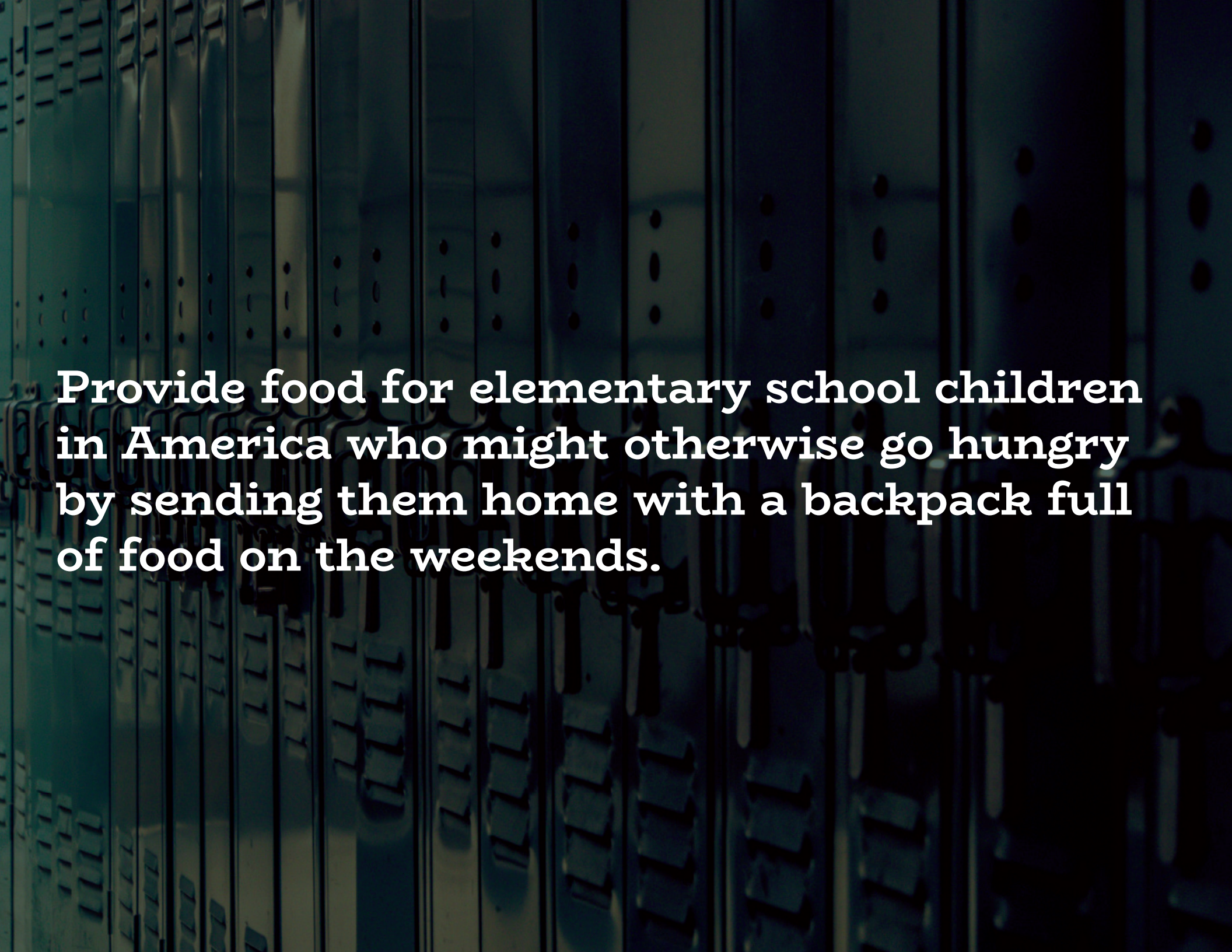


A young girl with long brown hair, wearing a bright yellow tiered dress, is running barefoot through a field of purple flowers. She is holding a small bouquet of purple flowers in her right hand. The background is a soft-focus landscape with rolling hills under a warm, golden light, suggesting sunset or sunrise. The text is overlaid in the center of the image.

**Helping good people
Help good people
Makes us all feel good.**



Your Mission



Provide food for elementary school children in America who might otherwise go hungry by sending them home with a backpack full of food on the weekends.



Objectives for the Brand

A close-up, artistic photograph of a camera lens. The lens is dark and metallic, with a series of concentric ridges visible on its outer ring. The central glass element is partially visible, reflecting a vibrant, abstract scene with shades of orange, red, and green, suggesting a sunset or a colorful landscape. The text "Simplify and Focus" is overlaid in white, serif font, centered horizontally across the middle of the lens.

Simplify and Focus



**Shape and Sharpen
Your Message**

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are dark, and some windows are illuminated with a warm, yellow light, suggesting dusk or dawn. The sky is a pale, hazy blue. The perspective creates a sense of height and scale.

**Maximize
Opportunities**

A close-up photograph of a young green seedling with two rounded leaves growing out of dark, rich soil. The background is a soft, out-of-focus green, creating a bokeh effect. The seedling is positioned slightly to the right of the center, with its stem and leaves clearly visible.


**Keep the integrity
of our Grass Roots
foundation strong**



**Identify Targets
and the Best Way
to Reach Them**



Achieve Results

- 
- **Create Awareness**
 - **Create Growth**
 - **Increase Donations**
 - **Feed more children**

Starting Fresh





Our Brand Positioning



**Our Volunteers feed kids
in your hometown on the weekends**

A photograph of three children walking away from the camera on a city street. The child on the left is a girl with pigtails wearing a teal jacket and a bright pink backpack. The child in the middle is a girl with pigtails wearing a denim jacket and a bright orange backpack. The child on the right is a boy wearing a blue cap, a red jacket, and a bright green backpack. The background shows a blurred city street with buildings and cars.

Our Brand Character

A photograph of three children walking away from the camera on a city street. The child on the left is a girl with pigtails wearing a green jacket and a large pink backpack. The child in the middle is a girl with pigtails wearing a denim jacket and a large orange backpack. The child on the right is a boy wearing a blue cap, a red jacket, and a large green backpack. The background shows a city street with buildings and a red brick building with a tower in the distance. The text "Caring, purposeful, energetic and local." is overlaid in white on the image.

Caring, purposeful, energetic and local.



Our Brand Promise

A close-up portrait of a young girl with long, straight blonde hair and bangs. She is resting her chin on her right hand, looking directly at the camera with a calm expression. She is wearing a white, textured knit sweater. The background is dark and out of focus.

**We give kids food on the weekends
so they have a better chance at life.**



Our Brand Identity

- 
- Simple
 - Focused
 - Sets us apart from anyone else who feeds hungry kids

Current Logo

Blessings in a
Backpack
Feeding The Future Of America®

New Logo



**BLESSINGS IN A
BACKPACK**



PANTONE®
186 C

CMYK 2 100 85 6
RGB 200 16 46
HTML C8102E



**BLESSINGS IN A
BACKPACK**



**BLESSINGS IN A
BACKPACK**



ST. PETERSBURG

**BLESSINGS IN A
BACKPACK**

Current Tagline

Feeding the Future of America

Our new tagline:

Who will feed the kids this weekend?

Why change it?

**It defines exactly who we are,
what we do, when we do it.**

It's simple.

It sharpens our focus.

It's consumer centric.

It's true to our core purpose.

It's motivating



I will.

**I will help feed the
kids this weekend.**



BLESSINGS IN A BACKPACK

Who will feed the kids this weekend?

Protected: PC Toolkit

PC Toolkit Index



Organizational
Background



Managing Your
Program



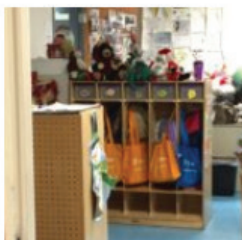
Fundraising
Tools



Grant Writing
Resources



Menu Options



Tax Exempt
Letters



Donor
Stewardship



Volunteer
Recognition


JOIN OUR MAILING LIST

Stay up to date with the latest Blessings in a Backpack news.

Email*

Enter your email address

SUBSCRIBE

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NEWS



**So put it all together
and get ads like these.**

The Big Picture

When kids go hungry
on the weekend
so do their brains.



One in five children in America faces hunger on the weekends. The consequences of this are much more than a growling stomach. Hunger can cause many physical health problems. It can also shorten a child's attention span, lower their IQ and keep them from making good grades. At Blessings in a Backpack, we're trying to help a lot of these kids right in your community by sending them home on Fridays with a backpack full of food. Will you help us feed them this weekend? For more information go to www.blessingsinabackpack.org.

Mondays are hard enough.
Try doing it hungry.



When school ends on Friday afternoon, over 13 million children in America go home to empty cupboards and empty bellies for 65 hours until they return on Monday morning. They eat federally funded meals at school during the week, but weekends they often go hungry. At Blessings in a Backpack, we're trying to help a lot of these kids right in your community by sending them home on Fridays with a backpack full of food. Will you help us? For more information go to www.blessingsinabackpack.org.

When kids don't have
enough food on the weekend,
they don't just go hungry,
they lose their appetite for life.



That's what over 13 million kids are up against every week in America. They eat Federally funded meals at school during the week, then go home to a hungry weekend. At Blessings in a Backpack, we're trying to help a lot of these kids right in your community by sending them home on Fridays with a backpack full of food. Because kids need to eat 7 days a week. Will you help us feed them this weekend? For more information go to www.blessingsinabackpack.org.

Here's some food for thought.
13 million kids in America
won't have enough food
to eat this weekend.



They're fed during the school week by Federal government programs, but weekends are a different story. At Blessings in a Backpack, we're committed to making sure kids get enough to eat 7 days a week. We currently feed over 67,300 children in nearly 1,092 schools in 45 U.S. states and the District of Columbia. Our volunteers in each community pack backpacks full of food for kids to take home on the weekend. And we could use your help. Will you help us feed the kids this weekend? For more information go to www.blessingsinabackpack.org.

Food Focus

Springboard to college.



Did you know that when kids have food to eat on the weekend they do better at school during the week? Did you know that over 13 million kids don't have food to eat on the weekends in America? At Blessings in a Backpack we're dedicated to making sure kids don't go hungry on the weekends by sending them home with a backpack full of food on Friday. So everyday in the future can be better. Will you help us help them? For more information, go to blessingsinabackpack.org.



**BLESSINGS IN A
BACKPACK**
Who will feed the kids this weekend?

Souper smarts.

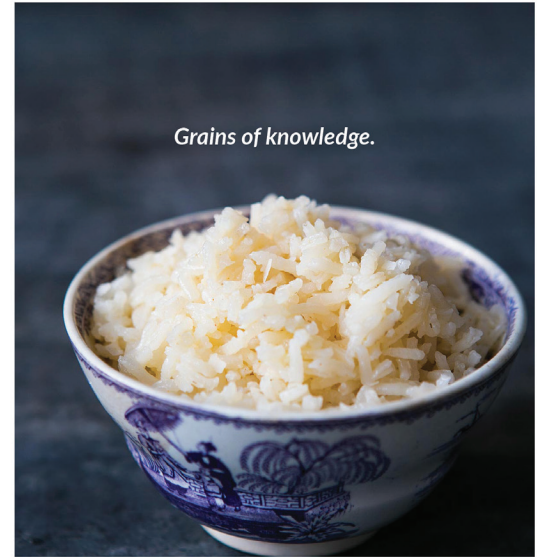


Did you know that good nutrition 7 days a week can help children have longer attention spans and get better grades? Did you know that 1 in 5 kids in America doesn't have enough to eat on weekends? At Blessings in a Backpack we're dedicated to making sure kids don't go hungry on the weekends by sending them home with a backpack full of food on Friday. So they can be smarter on Monday. Will you help us help them? For more information, go to blessingsinabackpack.org.



**BLESSINGS IN A
BACKPACK**
Who will feed the kids this weekend?

Grains of knowledge.



Here's a little fact you should know. Over 13 million children in America go home from school on Friday to empty cupboards at home on the weekend. And when these hungry kids come back to school on Monday, they often have trouble paying attention in class and making good grades. At Blessings in a Backpack we're dedicated to making sure kids don't go hungry on the weekends by sending them home with a backpack full of food on Friday. Here's another little fact. You can help! For more information, go to blessingsinabackpack.org.



**BLESSINGS IN A
BACKPACK**
Who will feed the kids this weekend?

Volunteers



He thought just about the best thing he ever did was finish the Chicago Marathon.

Until he filled up a backpack.

The Marathon? Pretty great. But not as great as filling a backpack with food for a hungry kid. Over 13 million kids in America don't have food to eat on the weekends. By volunteering, you can help change that. Yes you.

So run right over and join us. And do just about the best thing ever. Find us at Blessings in a Backpack.org



She thought the coolest thing she ever did was make it through two spin classes in a row.

Until she filled up a backpack.

Two spin classes in a row is definitely cool, but not so much when you compare it to the way you feel when you fill a backpack with food for a hungry kid. The fact is, over 13 million kids in America don't have enough food to eat on the weekends. By volunteering, you can help change that fact. Yes you.

So get off the bike and join us. And do the coolest thing ever. Find us at Blessings in a Backpack.org

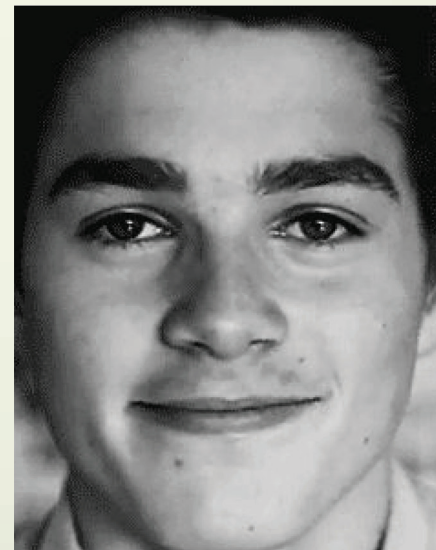


She thought the best thing she ever did was read War and Peace cover to cover.

Until he filled up a backpack.

If you've ever filled a backpack with food so a kid can eat over the weekend, you know what an amazing experience it is...and the amazing things it does for hungry kids. Over 13 million kids in America don't have enough food to eat on the weekends. You can help change that. Yes you.

So put down the book. Join us. Do the best thing ever. Find us at Blessings in a Backpack.org



He thought the most awesome thing he ever did was get 527 likes on Facebook.

Until he filled up a backpack.

527 Likes? That's nothing compared to the "Likes" you'll get when you fill up a backpack with food for a hungry kid. Over 13 million kids in America don't have enough food to eat on the weekends. By volunteering, you can help change that. Yes you.

So sign off and sign on to truly the most awesome thing you'll ever do. Find us at Blessings in a Backpack.org



Birthday



***We're celebrating 10 years
of helping hungry kids
have food on the weekend.***



**BLESSINGS IN A
BACKPACK**

Who will feed the kids this weekend?

Roll Out!

Logo reveal to all Volunteers in attendance at our Volunteer Conference -on June 24, 2018

Logo/Tagline national rollout – July 2018

All digital (website, Facebook, etc.) logo changes to be complete by 10/31/2018

All print logos to be replaced by 6/30/19

Any new programs starting 7/1 will use the new logo.

Questions:

Q: Why are we changing the logo?

Q: How will this impact my program?

Q: When would all chapters have to have new logo on Website, collateral materials, etc.?

Q: Will any of the cost of changing over the new logo going to be reimbursed? Or do chapters have to incur all the new cost?

Q: What is the timeline on the roll-out?

Q: How will the logo change benefit my program?

Q: What is the significance of the new logo & tagline?

Q: The current logo is part of my community. People know who we are. How do I introduce a new logo when the old logo is a household name? What if this affects my fundraising?



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Thank you from the
bottom of our Backpacks!