



***This sample is for an organization that provides water filters to communities in developing countries and countries experiencing disaster or conflict conditions. This do and don't list is one resource used for all the messaging created.***

Brand Voice – what to consider in the tone of our communications.

BRAND VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
HOPEFUL	Even in the worst circumstances, we are hopeful.	Use positive adjectives and active voice.  Tell stories of impact vs. stories of despair.	Focus on the tragedy of circumstances.  Forget to humanize the stories.
GRATEFUL	We express gratitude for every contribution, large or small, of time, partnership, funds.	Make time to thank every person we interact with. Put gratitude first.	Move on to the next ask if we haven't properly thanked those already contributing.  Take all the credit.
RELATIONAL	Our organization is built on relationships. Taking the time to connect with partners and donors on a personal level is vital to our success.	Be good listeners. Ask for feedback. Ask what others need, how we can best be of service.  Show our humanity in messaging.	Put money first.  Put our needs above others.
EFFECTIVE	We are hands-on. If we are not on the ground for deployment, we have an intimate relationship with the organization that is, so we know exactly where and how filters are being deployed.	Respond to emergency situations.  We work closely with trusted partners.  We are mindful about listening to partners and communities about needs and ability to deploy.  We are specific - i.e. "We have received a request from Relief Org X for 100 filters to be used in X way."	Guess about needs.  Waste time.
COLLABORATIVE	We are most effective when we work with partners that are mission-aligned.	Tell the stories of our partners.  Ask for help.  Highlight the work of our partners in stories.	Take all the credit.