



June 12-14
Pacific Grove, California
nativecdficonvening.org

2018 Native CDFI Capital Access Convening

*Bringing Native CDFIs, Funders, and
Investors Together to Bring Capital to
Native Communities*





I'm A Goat and You're a Butterfly: Showing Impact and Creating Your Brand

Pacific Grove, California



Who's Who?



Presenters



Michael Brydge, Sweet Grass Consulting, LLC

Principal Director of Development and
Community Engagement

April Lemly, Ponderosa Group

Creative Director and Head Designer



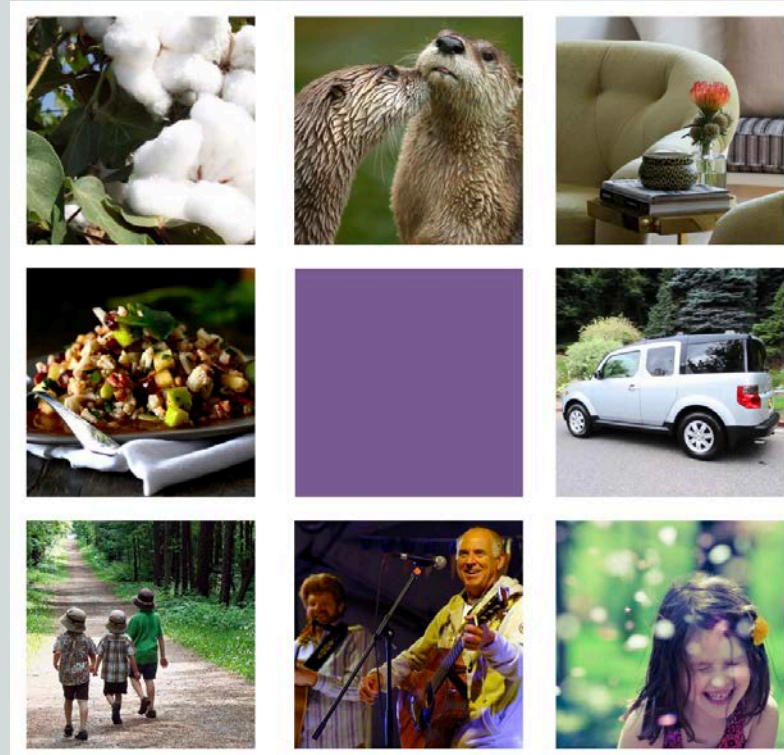
Workshop Goals



1. **Storytelling for your business** and how you use it.
2. **Prioritizing** data to tell an impactful story.
3. **Actualizing** the importance of follow-up data.
4. **Understanding** best practices for showing impact from data.
5. **Establishing** brand trust.
6. **Using** your brand to market your organization.



Brand Grid



RDF Personality is...



Cotton-otter-overstuffed-chair-salad-purple-
Honda-Element-walk-in-the-woods-by-any-
song-by-Jimmy-Buffer-be-kind-to-one-another!





PHILOMATH, OREGON

GROWING SPECIALTY CUT FLOWERS IN THE BEAUTIFUL WILAMETTE VALLEY SINCE 1999

RAIN DROP FARMS

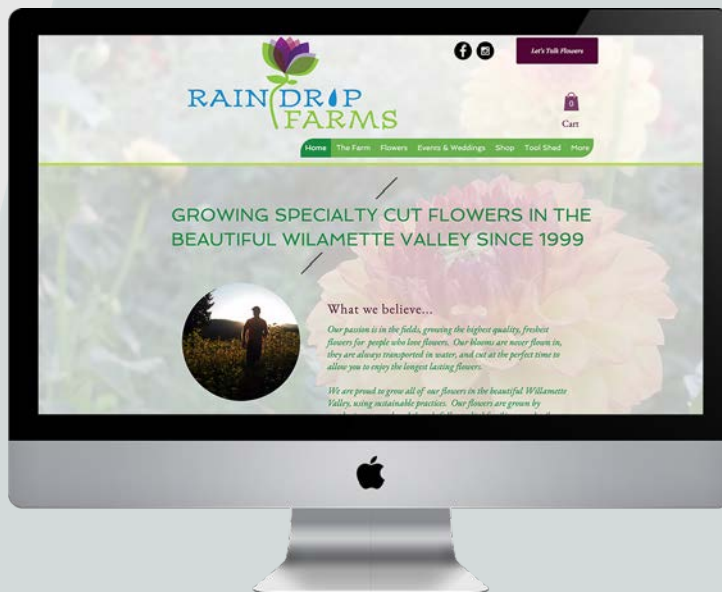
Aaron Gaskey & Erin McMullen

www.raindropfarms.net

PHILOMATH, OR

RAIN DROP FARMS

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How's Your Kit Doing?



- The components
- The rules
- How do you use them together...

EXERCISE: From The Ground Up!



Storytelling for Your Business



1. Who you are...
 2. What you specifically do...
 3. How you solve problems...
 4. How you add value and care...
 5. How you engage and contribute...
- and more*



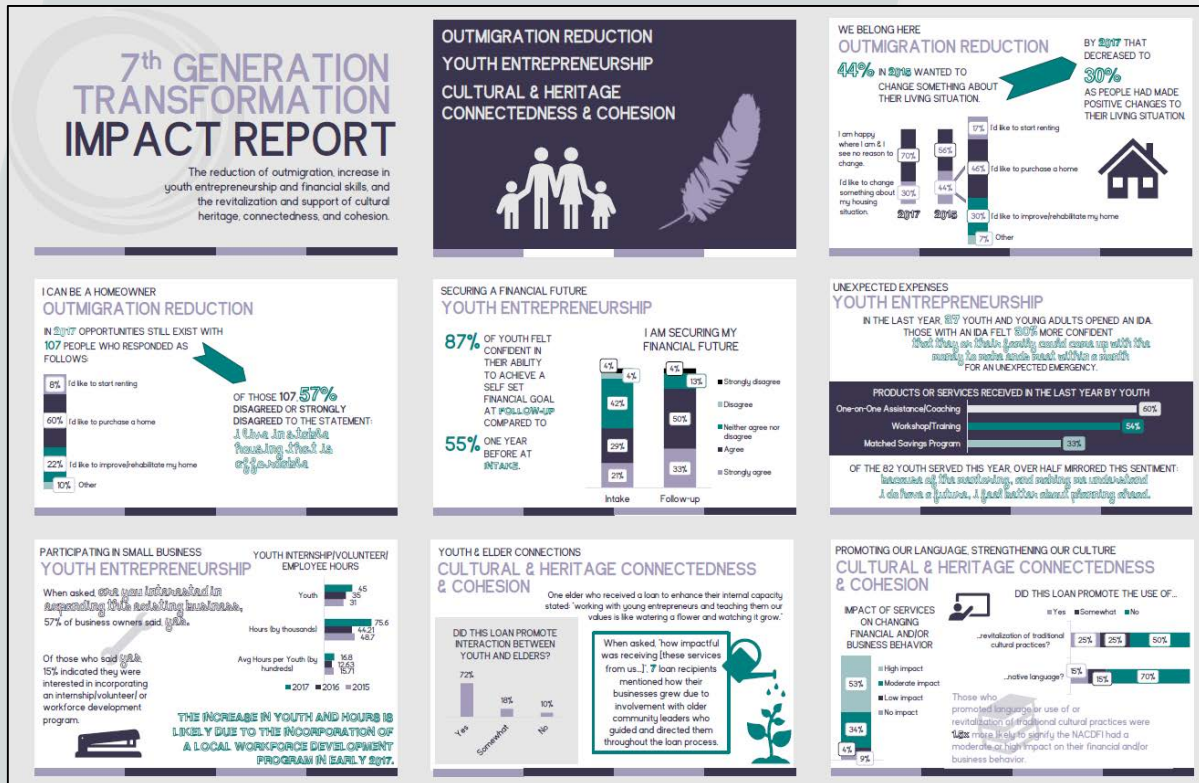
Prioritizing Data



- When do you clean your home?
- Common Indicators: What are you collecting?
- How are you collecting, to whom are you collecting for, why are you collecting?



Actualizing Follow-up Data



Northwest Area
Foundation

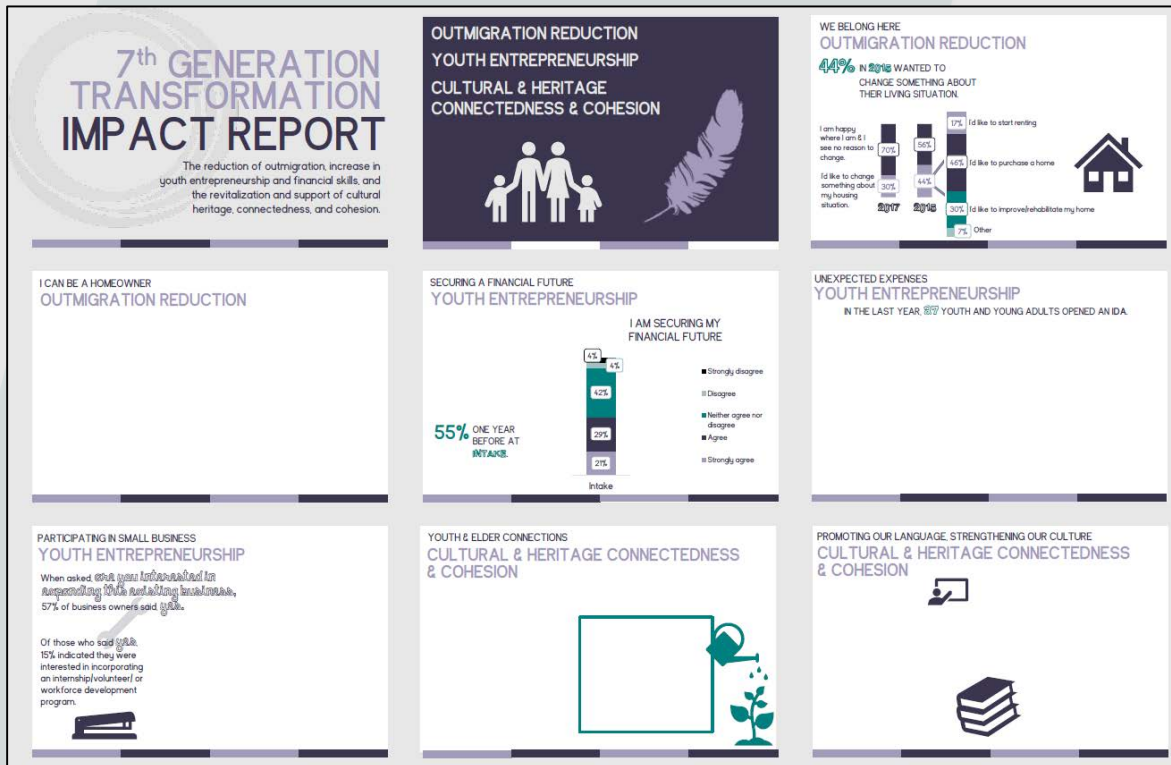
Reducing Poverty. Building Prosperity.



AMERIND Risk
Tribes Protecting Tribes



Actualizing Follow-up Data



Understanding Best Practices



- Start from the Beginning
- Incorporating a "Story of Us" (not all about #'s)
- Built in Impact Tracking
- Dare to Compare



Northwest Area
Foundation

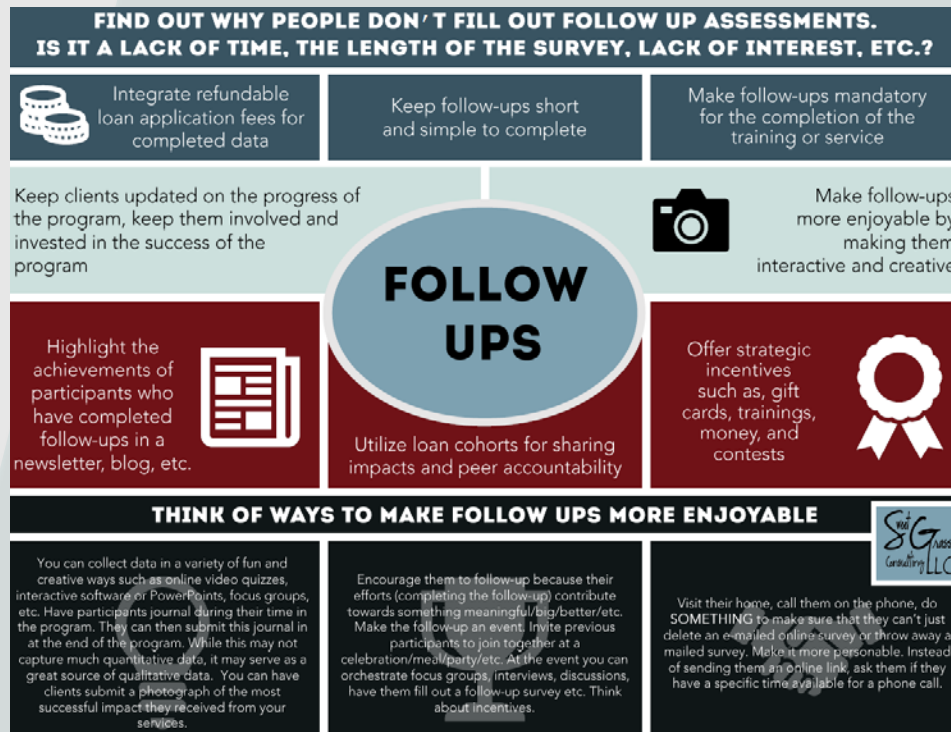
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Understanding Best Practices



- Refundable loan application fees for completed data
- Make follow-ups enjoyable (ie. PhotoVoice)
- Offer Incentives



What is Brand Trust?



- How do we get there?...Be genuinely you. People trust real people.
- Be available. Post hours, make appearances, talk to your community
- Maintain your standards. Keep your word.
- If you mess up own it, fix it and get back up
- Show the faces of the business



Using Your Brand for Marketing



EXERCISE: “Good Times”

Think of a time when your organization was
at it's best...

Tips...



Q and A



Thank you! It's early in the week, make sure you find us to answer all of your 'brand and impact' questions

