

# Changemaker Branding Roadmap

Think about each topic below and type your thoughts in the box beneath each one. Return to this throughout the course, as you will make various changes to refine your thinking and ideas as you learn more in this course.

**Changemaker Purpose – How are you going to define your purpose?** What do you want to change? Begin by writing keywords of what you want to achieve

**Changemaker Mission Statement – I will stand up for \_\_\_\_\_ social issue.**

Fill in the space with a keyword from the changemaker purpose. When you are ready, add in further information by going into more detail. During this process, review the mission statements of others doing similar work to what you want to do.

**Changemaker Identity – Name of initiative, logo, tone of voice.**

Try to connect the name of your initiative to what you want to achieve to match keywords that people may search for. Or choose a name that is easy to remember to again help people search for you. People do not always remember names, so logos are a helpful visual. Choose a tone of voice, perhaps assertive may be useful for making change, but if this does not match your personality, you may need to choose a different tone.

**Changemaker Advertising – How will you advertise your message?**

At this time, select ideas for getting the change message to the wider public. As you continue in this course, you will be able to add further as you learn more about digital communication and creation.

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**Changemaker identity & Footprint – What do you want people to find in a search for your brand?**

Think about the identity and footprint you want to portray to the wider public. What would you want them to say if someone were to describe your changemaker work?