

TEFN 2023

**Laurin Moore**

Angleton ISD Education  
Foundation

# *Build Better Brands*



Hello!



**Just a bit about me...**

Texas State with a BFA in Communication Design

University Communications...Event Promotion...Change Management...Internal Corporate Communications...Software Design and Marketing...Public School Communications...13 years freelancing

Executive Director of the Angleton ISD Education Foundation

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Businesses that present a  
consistent brand across platforms  
can boost their revenue by

**23%**



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# *You have a logo, now what?*

- What voice and tone should I use when addressing my target audience?
- What kind of content should I offer to my followers?
- Which social media platforms should I be most active on?
- How should my business ads sound?
- How does my organization stand out?

Build Better Brand



*Let's Exercise!*

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# *Brand Archetypes*

*Don't get stuck in the expected!*



“What is the purpose of our brand?”

# The Villian

Imagine your Foundation as a superhero and the evil it's trying to rid the world of. This will reveal your all-important brand purpose.



Write down a list of the **evils** you think your brand is battling against...

*"Often, being clear on what you're against makes it easier to be clear on what you stand for."*

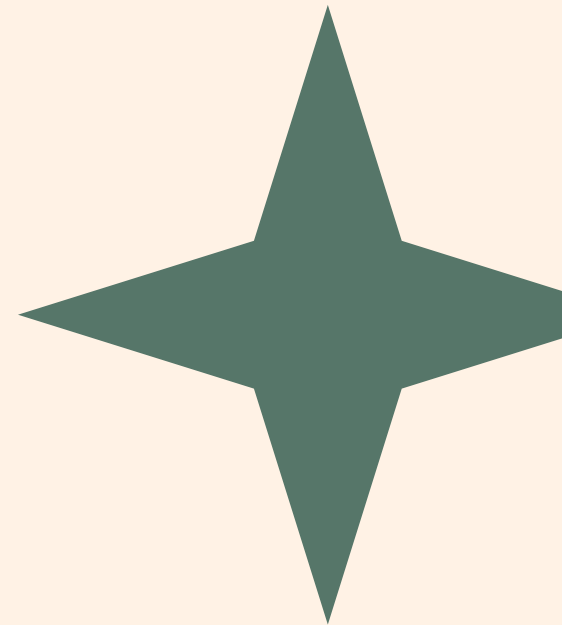
# Headlines



**write three front page headlines.**

## **Picture this:**

10 years from now, your Foundation is on the front page for achieving something truly outstanding. What does the headline say? Have you cured a problem in the district? Grown to be the biggest? Changed the way students do something? What does success look like?





# Cultivate Personality

***"Be yourself; everybody else is already taken."***

Personality is an important dimension of your brand because, just like human personality, it is differentiating, endearing and enduring.



# Personality Practice

01

Write as many adjectives that align with your brand and archetype.

02

Categorize the adjectives and come up with a term that groups them.  
(7 minimum)

03

Select your Archetype  
Brand animal.

04

Analytical and thoughtful like an owl?  
Independent, ambitious, and strong like a lion?  
Intelligent and creative like an octopus?  
Playful, generous, and optimistic like an otter?  
Community-focused like a honey bee?

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# Positioning

**To...**

<target audience>

**our Foundation...**

<is the brand of (frame of reference)>

**that...**

<benefit/promise>

**because...**

<reason to believe>





# Hero

Greetings, **champions of education!** It's Wednesday, which means it's time to celebrate the incredible impact the Angleton ISD Education Foundation has had on our community.

We've funded an **extraordinary range** of programs, including a robotics competition and a creative writing workshop. These initiatives are designed to push the boundaries of what's possible and inspire our students to reach for the stars.

But we can't do it alone. We need your help to continue this vital work and **inspire academic excellence** throughout Angleton ISD. With your support, we can continue to fund innovative programs and initiatives that empower our students and educators to achieve greatness.

**So let's do this, heroes!** Donate today and help us to continue making a difference in the lives of our students. Together, we can create a brighter future for all.



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**Build Better Brands**

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# Creator

**Hey there, fellow learners!** What a fantastic day it is today! As we cruise through the middle of the week, we want to take a moment to highlight some of the incredible grants that the Angleton ISD Education Foundation has funded this year.

We are **beyond thrilled** to have supported a **diverse array** of programs, ranging from a robotics competition to a creative writing workshop. It's been incredibly fulfilling to see the positive impact that these initiatives have had on our students and educators.

Of course, we couldn't have made this happen without the generous support of our community. As we look to the future, we hope you consider joining us in our mission to inspire academic excellence in Angleton ISD. Every contribution, big or small, helps us to continue **funding innovative programs and initiatives that make a real difference in the lives of our students.**

So what are you waiting for? Donate today and help us make a difference! Thank you for your ongoing support.

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**Build Better Brands**

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# Lower

Hello, **beloved supporters of education!** We are thrilled to share with you some of the wonderful grants that the Angleton ISD Education Foundation has funded this year.

We're **deeply passionate** about supporting a variety of programs, including a robotics competition and a creative writing workshop. These initiatives are **near and dear to our hearts**, as they empower students to **explore their interests and unleash their full potential**.

We take **immense pride in inspiring** academic excellence in Angleton ISD, and we simply couldn't do it without your help. Your generosity and support are the **lifeblood of our mission**, and we're endlessly grateful for your contributions.

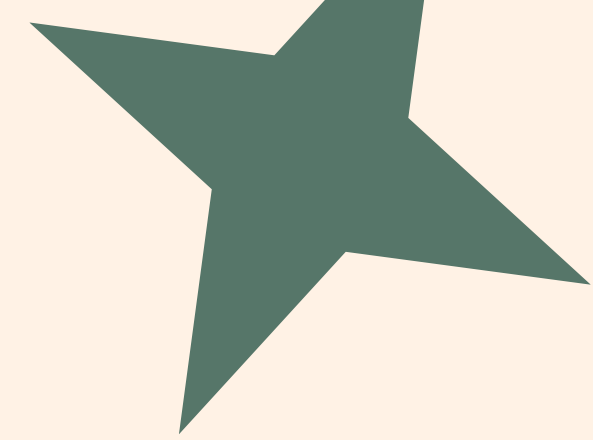
So if you're as **devoted** to education as we are, won't you consider donating today? Every contribution, no matter how small, helps us to continue funding groundbreaking programs and initiatives that **change lives**.

Thank you from the **bottom of our hearts** for your continued support. Together, we can make a world of difference in the lives of our students.

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**Build Better Brands**


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**What do you want people to**

*think and feel*

**when they hear your Foundation's name?**



**68%** of men and **64%** of women feel an emotional connection with brands.

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The way you portray your Foundation through advertising, descriptions, images, and logos will influence what pops into people's heads when they hear your name.

Build Better Brands

**Laurin Moore**

Angleton ISD Education  
Foundation

*Thank  
You!*

