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For Immediate Release

Big Brothers Big Sisters of New Hampshire Unveils New Brand Positioning Aimed at Volunteer Recruitment

Granite State mentoring organization's new brand look emphasizes the potential inherent in all children

STRATHAM, NH, Oct. 1, 2018 – Big Brothers Big Sisters of New Hampshire (BBBSNH), along with more than 270 Big Brother Big Sisters affiliates across the country, today unveiled a new, modern look and brand repositioning with a goal of recruiting more diverse volunteers.

"The need in New Hampshire for young people to have a role model is more urgent than ever," said Stacy Kramer, CEO of Big Brothers Big Sisters of New Hampshire. "To attract more volunteers of all generations, we needed a modernization of our brand to make an impact in the community and meet the need of the essential work of matching youth with mentors."

Months of research, including focus groups with potential Bigs, as well as current Bigs, Littles, donors, staff, and leadership showed that the brand was not effectively connecting with younger, prospective mentors or conveying the urgent mission of Big Brothers Big Sisters. The organization is intentionally pivoting from messages of the importance of mentoring, to messages of the urgent need for the adults in the community to step up to defend the potential of every child. The mission will remain the same, as will the core model of building bridges in communities by connecting one adult with one child and supporting that match at every stage, but the organization will focus on a child's potential, and our role as adults in helping children achieve their best possible futures.

"In our community, we know that youth are facing numerous challenges. Our organization's new brand is designed to help us ensure we can serve more children in New Hampshire by recruiting more volunteers," said Kramer. More than 1 in 3 of the newly-matched children last year in our state had a parent who misuses drugs or alcohol, and 1 in 5 of the children served by BBBSNH have a parent in jail or prison. Statewide, more than 270 children are waiting for a mentor.

The brand repositioning and new look are just the beginning. In the coming year, Big Brothers Big Sisters of New Hampshire will transition to a new, modern, nationwide technology system, participate in new training, and use the new positioning to refocus efforts on recruiting local volunteers.

Learn more about the new brand positioning, the logo or messaging, or how to get involved at bbbs.org/bigpotential. Share the new look and follow updates on Facebook and Instagram at BBBSNH using the hashtags #BBBSNH and #mentoringmatters.

BIG BROTHERS BIG SISTERS OF NEW HAMPSHIRE serves more than 1,000 Granite State children in professionally supported one-to-one mentoring relationships that change their lives for the better, forever. For more information on becoming a mentor visit www.bbbsnh.org/volunteer/be-a-big or call 1-844-NH4-BIGS.

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