

BRAND STRATEGY

Youth Justice Institute (YJI)



Vision of YJI

We believe every young woman and young man has the right to dignity, humanity and justice. Through direct services, research, documentation, and the sharing of best practices, we will reform and advance the field of juvenile justice to make it responsive to the needs of youth and families. As a result of our work, system-involved youth will transition into healthy adults.

Mission of YJI

The mission of Youth Justice Institute is to ensure that young women and young men in the juvenile justice system receive treatment that is responsive to their needs and nurtures their strengths.

Positioning

Target	Who do we serve? For whom do we exist?
Frame of Reference	What are we and how do we fit in? What's our reason for being?
Compelling Point of Difference	What do we do or provide that no one else can do as well? What gaps do we fill?
Key Benefit	What do we offer to our target audiences? What's the end benefit or feeling to them?

Two different positioning statements to address the different needs and messages of two sets of target audiences:

1. For the youth and people in their immediate support system

For juvenile justice system-involved young women and young men, Youth Justice Institute is the trusted and informed expert who develops and provides culturally-attuned, gender-responsive approaches and services to enable individuals to confidently lead independent, healthy lives.

2. For partners in and out of the system, funders and the community:

For those who affect and are affected by the lives of juvenile justice system-involved youth, Youth Justice Institute is the catalyst leading the way to a more dynamic, needs- and strengths-responsive system through data-driven approaches, direct services and the sharing of ideas and best practices.

YJI Unique Proposition

We respond.

YJI Brand Values / Personality

1. Trustworthy collaborator

- Engendering the trust of young women and young men in the face of a complex situation and system by focusing on their needs and strengths first (in policy and program)
- Building trust through reputation and work promoting the shared mission of helping youth
- Collaborating with many partners inside and outside the system, on behalf of the youth

2. Caring, supportive, encouraging

- Instilling a sense of deep caring in everything Youth Justice Institute does
- Providing a depth and variety of services that recognize, respond to and support the youth throughout the justice system and the community

3. Dynamic, informed expertise

- Always staying tuned into, leading and practicing “what you preach” relevant to policy and program work
- Acting as a catalyst to promote engaged and informed discussion that leads to positive change, throughout the system and the community

4. Positively enabling independence

- Building healthy, confident, fulfilled, empowered, self-sufficient young women and young men
- Recognizing and believing in the strengths of youth and their capacity to make positive change in their lives
- Working within and outside the justice system as an independent, accountable third party

Audiences for Communications

Rank of importance	Why so ranked?	What do we offer them?	What do they want from us?
#1 Partners in and out of the system	<ul style="list-style-type: none"> • They do the direct work with the youth or directly impact their lives • They are a key factor in our ability to progress and succeed on our mission and vision 	<ul style="list-style-type: none"> • Gender-responsive and culturally-attuned experience and expertise working successfully with system-involved youth • A data-driven approach – to help enable positive change and create needs- and strengths-responsive services and policies 	<ul style="list-style-type: none"> • A trusted partner who is willing to share their expertise and work in close collaboration with the organization • To learn effective practices • Facilitated youth interactions • Reduced recidivism and involvement with the justice system
#2 Funders/ Potential Funders	<ul style="list-style-type: none"> • They provide the capital which enables YJI to carry out their important work in the community • They help YJI build credibility and awareness of the issues 	<ul style="list-style-type: none"> • A unique, gender-responsive, culturally-attuned perspective and expertise, built from direct work with the youth and policy leadership • Credibility, experience and competence through our data-driven approach 	<ul style="list-style-type: none"> • Leadership, confidence, and experience in identifying and addressing the key issues with system-involved youth • An easy, clear path to help fund YJI’s policy and/or program work
#3 Community	<ul style="list-style-type: none"> • The community affects and is affected by system-involved youth and can play a larger role in recognizing and helping with the causal dynamics 	<ul style="list-style-type: none"> • A culturally-attuned understanding of the many interdependent societal factors that lead to young people becoming involved in the juvenile justice system • Gender-responsive programs and policy towards positive change for individuals and the community 	<ul style="list-style-type: none"> • A healthy community of contributing, independent individuals • Fewer system-involved youth and adults • To understand and address the underlying and interrelated factors of system-involved youth
#4 System-involved youth and people in their immediate support system	<ul style="list-style-type: none"> • Though system-involved youth are why YJI’s policies and programs exist, they are not the main target for communications 	<ul style="list-style-type: none"> • A voice and positively enabling adults who care, support and encourage them • A chance to confidently lead independent, healthy lives 	<ul style="list-style-type: none"> • In the face of a complex situation and system -- YJI provides understanding, trustworthy, helpful adults who works on their behalf, focusing on their needs and strengths first

Directions on How to Use This Document

- The brand strategy is an ownable, differentiated way of describing YJI. It is a filter for ensuring that all communications and activities are reflective of YJI's unique brand position.
- Use the brand strategy to influence and ensure consistent brand behaviors and brand experiences.
- The brand values and personality attributes can be used to inform YJI's tone of voice and how it feels. For example, when writing a newsletter, ask yourself "Does this feel like something a dynamic, informed expert would write? Is the tone caring, supportive and encouraging?"
- The key audiences help build a hierarchy of communications and provide a way of looking at the different needs and desires of each audience and what we offer them.
- The key messages are built from the foundation of the Brand Strategy (see Key Messages document). Additionally, when developing more detailed messages in the future, ensure they are consistent with and act as extensions of the Brand Strategy.