

New Branding for CNCs

Transformation and Sustainability Plan

- Strengthening core business functions
- Strengthening and aligning grants management and monitoring to improve efficiencies and maximize effectiveness
- Prioritize evidence-based interventions
- Streamlining the application process
- **Simplifying and strengthening the CNCS brand**
- Aligning our workforce and workplaces to better serve our customers, meet evolving needs, and ensure efficient use of taxpayer dollars

Previous Brand

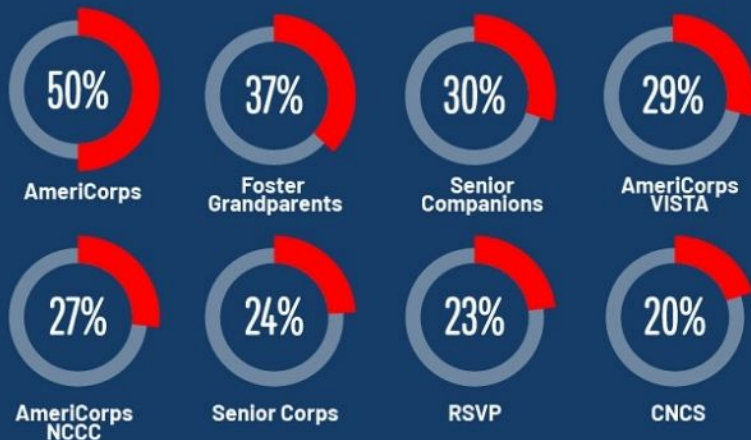
- Corporation in the name has been confusing and hard to explain
- Over 15 brands
- Brand awareness-80% of the public is not familiar with CNCS

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



Brand Awareness by Program

Members of the public that indicated familiarity with the following programs:



The general public is totally unaware of who they are."

Only

12%

of the general public is able to **correctly identify** the main purpose of CNCS.



Brand Identification by Program

Members of the public familiar with and able to correctly identify the main purpose of the following programs:





AmeriCorps



**AmeriCorps
Seniors**



NEW BRAND

- Simple structure helps audiences navigate and understand offering
- Logical strategy to incorporate new programs and partnerships with the unitary brand
- Cost-effective for the strategy of the brand

