**A BRAND PLATFORM** is a combination of statements that communicate a clear image of the organization.

The makeup of a brand platform will vary, though most have the following elements:

- Mission Statement
- Vision Statement
- Values Statement
- Tagline

It should inform *internal* (i.e. members, stakeholders, donors) and *external* audiences (i.e. consumers, media, government, allied organizations) about key information and how the organization is distinct. It helps volunteer leaders communicate and maintain a broad perspective.

---

**Brand Platform**

**Mission**

Facilitate growth and prosperity by building networks, developing workforce, promoting best practices and lobbying effectively.

**Vision**

The preeminent resource for 100 percent of the businesses and persons in the profession.

**Values**

In addition to the organization’s code of conduct, the following values guide our board and staff.

- Compassion
- Diversity
- Ethics and Integrity
- Prosperity

**Tagline**

Shaping our communities.

**Contact**

State Headquarters
123 Our Street, Yourtown USA
or visit our website at www.fictitiousurl.com.