

## THE GOAL

Use strategic communications to increase CEPF's reach and better address the biodiversity crisis.

### Objectives

- Ensure that CEPF is recognized widely in the conservation community.
- Deepen alignment between CEPF communications and priorities of key audiences.
- Streamline communication practices and optimize based on data and best practices.

### Guiding Strategies

- Express a strong vision.
- Demonstrate progress.
- Show more heart.
- Make content easy to digest.
- Highlight people.

## Brand Strategy

### POSITIONING

CEPF brings people and organizations together to protect the Earth's most biologically diverse yet threatened ecosystems.

### PERSONALITY

- Collaborative
- Focused
- Powerful
- Hopeful
- Protective

### ARCHETYPE

**The Guardian** possesses a clear vision of collective empowerment and is motivated to directly nurture and protect aspects of humanity and the planet.

### Key Messages Structure

- **Problem:** The biodiversity of our planet is under threat...
- **Solution:** We mobilize local, regional, and international partners to protect nature...
- **Outcomes:** We work with civil society organizations to preserve hundreds of species and protect millions of hectares...
- **Action:** We invite you to join our community...

### Communications Activities

- **Do more by doing less.** Achieve greater results by making time for big picture thinking, analysis, and being more strategic.
- **Shift resources.** Focus on the channels (email, media) and tactics (reporting results, storytelling) that do the most to achieve your goal.
- **Be engaging.** Welcome audiences in by inviting them to take action and talking more about why CEPF is important.
- **Build relationships.** Remind your audiences why they matter. Focus on the community and highlight specific donors, grantees, and partners.
- **Make yourself accessible.** Make it easier to understand your work with simple and compelling content.