



POINTS OF LIGHT



Branding Language Update
April 11, 2013





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What We Believe

- Each of us has the power to change lives.
- All successful lives include service to others.
- Citizenship is an invitation to serve.
- People volunteer more than their time. They also volunteer their talents, voice and money.
- Government can't do it all, and the experts don't have all the answers. Millions of ordinary people must get involved to make life better for all.

- People who receive help also want to be of help to others.
- Those who learn to volunteer as children will likely volunteer throughout their lives.
- Volunteer service brings people together across the divides of race, income, politics, religion and geography.
- What unites us as people is more powerful than what divides us.





What We Do

Points of Light is the largest organization in the world dedicated to volunteer service. We bring the power of people to bear where it matters most.

We work in three ways.

- 1. We mobilize** millions of volunteers through our network of 250 volunteer action centers, our programs for youth and national service alums, and our partnerships with thousands of companies and nonprofits.

Examples: We work with the nation's top companies to set the standard for corporate service to communities. We run a large public-private partnership to help returning veterans, military service members and their families succeed. We help prepare people for disasters - and clean up the damage after they pass.

- 2. We lead** the world's volunteer service movement.

Examples: We bring 5,000 volunteer leaders together each year to learn from one another and to make volunteering more effective and rewarding. We provide training and consulting to help other nonprofits and companies strengthen their volunteer efforts. We develop and advocate for policies that make it easier for more people to volunteer. We use awards, public service campaigns and media attention to inspire more people to volunteer.

- 3. We invent** new ways to volunteer.

Examples: We invest in start-ups creating new ways to mobilize people to solve problems. We launch creative partnerships and programs to engage more volunteers. We use digital assets to make it easier to volunteer and easier to measure the impact of volunteer service.





What We Write

Briefest

Points of Light is the largest organization in the world dedicated to volunteer service.

One sentence

Points of Light – the world’s largest organization dedicated to volunteer service – mobilizes millions of people to take action that is changing the world.

One paragraph

Points of Light – the world’s largest organization dedicated to volunteer service – mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages 4 million volunteers in 30 million hours of service each year. We bring the power of people to bear where it’s needed most. For more information, go to www.pointsoflight.org.

Two paragraphs

Points of Light – the world’s largest organization dedicated to volunteer service – mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages more than 4 million volunteers in 30 million hours of service each year.

We bring the power of people to bear where it’s needed most by leading a network of 250 local action centers that bring volunteers to the areas of greatest need; encouraging a group of companies to make the largest commitment of pro bono service in history; creating hundreds of ways for parents, teachers and families to engage young people in service; and much more. For details, go to www.pointsoflight.org.

Note:

Longer explanations can include reference to our work in one specific area, such as our work with veterans, our work to ensure that kids at risk of failure do the one thing guaranteed to improve their chances: show up for school; our work to help families and communities prepare for and recover from disasters; our work with national service alums, and more.





How We Describe Our Four Enterprises

Points of Light Corporate Institute:

the go-to resource for community-minded companies looking to build and expand effective employee volunteer programs

GenerationOn:

Points of Light's youth service initiative

HandsOn Network:

Points of Light's network of 250 volunteer action centers around the country and the world

AmeriCorps Alums:

Points of Light's network of national service advocates and civic leaders

