



Got Meals on Wheels Brand?

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Why Adopt the Brand?

Got Meals on Wheels Brand?

LUNCH



**AMERICA,
LET'S DO LUNCH.**

Volunteer for Meals on Wheels
AmericaLetsDoLunch.org



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Benefits of Adopting the New Brand

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Listen to the **BUTS**

BUT, keep your eye
on the prize

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ADVICE

- Just Do it!
- OVERCOMMUNICATE
- 6 months to complete brand adoption
- Tackle for the big stuff first:
 - Website
 - Vehicles
 - Major print collateral (newsletters, annual report, videos)
 - T-shirts/uniforms
 - Building signage
 - Back-end payment processors (iTransact to Stripe)
- Plan a BLP (Brand Launch Party)
- Don't sweat the small stuff

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