

Study, Market, Train and Showcase: Brand Deck Template

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About: This brand deck template is modeled after TRUE Diversity’s February 2024 brand presentation. It helps community-based organizations tell their story, communicate their values, showcase impact, and attract support through a clear and professional slide deck.

Usage Description: This template can be followed to create a CCRH Brand Deck to guide the showcasing of a CCRH (Clean Energy Community Resilience Hub) project.



Brand Deck Template

Objective:

This brand deck template is modeled after TRUE Diversity's February 2024 brand presentation. It helps community-based organizations tell their story, communicate their values, showcase impact, and attract support through a clear and professional slide deck.

How to Use

1. Use each slide title and prompt below as a guide to structure your brand presentation.
2. Customize content to highlight your organization's history, services, values, and partnerships.
3. Include photos, infographics, or quotes where relevant to make the story more engaging.
4. Keep each slide focused and visually clean to support in-person or virtual presentations.

Slide-by-Slide Template

Slide 1: Title Slide

Purpose: Introduce your organization

What to Include: Include your name, logo, tagline, and optional photo or symbol.

Slide 2: Who Are You?

Purpose: Share your mission and origin story

What to Include: What issues you address, how you started, and your core areas of focus.

Slide 3: Who You Serve

Purpose: Describe your community and audiences

What to Include: Include demographics, regions, schools, or groups you directly impact.

Slide 4: Values

Purpose: State your organizational values

What to Include: Include 3–5 key values and what each means in practice (e.g., Compassion, Empowerment, Accountability).

Slide 5: Your Approach

Purpose: Explain how you work

What to Include: Describe methods such as co-creation, cultural celebration, challenge-by-choice, etc.

Slide 6: Core Pillars of Work

Purpose: Show your service areas

What to Include: Examples: K-12 public education support, community engagement, member empowerment, civic participation.



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Slide 7: Challenges and Program Solutions

Purpose: Connect community challenges to your programs

What to Include: Use a side-by-side table to map local issues (e.g., access, inclusion, employment) to program responses.

Slide 8: Program Highlights

Purpose: Showcase one or two flagship programs

What to Include: Include TOGETHER Youth, R.E.A.D.Y. Workforce, DEI initiatives, or clean energy work.

Slide 9: Impact Stories

Purpose: Share outcomes and personal stories

What to Include: Include stats, testimonials, or success stories that show your difference.

Slide 10: Why DEI Matters

Purpose: Explain your equity lens

What to Include: Define how your work advances inclusion, opportunity, and systemic change.

Slide 11: Support and Sponsorship

Purpose: Make the case for financial and in-kind support

What to Include: List funding areas (programs, outreach, scholarships) and partnership benefits.

Slide 12: Call to Action

Purpose: Close with how to get involved

What to Include: Examples: Donate, Sponsor, Volunteer, Spread the Word — include contact info.