



Eastside People

Why no-one remembers your organisation...and what to do about it.

**Storytelling and USP**

**YOUTH  
INVESTMENT  
FUND**

Hello.

Rachel Hicks

Consultant

Eastside People

# Agenda for our session

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- Introductions
- Branding – making sure you're recognised
- Cutting through the noise...
- Telling **your** story
- What's your USP?
- Telling a **consistent** story
- Final Q&A – questions/next steps

## Introductions

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- Quick round of intros...
- A brand you admire? What makes it memorable?

**first direct**

## A quick reality check

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- How many adverts or marketing messages do you think you have received today?
- How many have stood out enough to prompt you to action?
- How many followers does your charity have on Instagram or Facebook?
- What proportion of them are engaging with your posts?

## **It's not that people don't care**

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- The work matters
- The impact is real
- The need is urgent

**So why is it forgotten?**

# Why branding matters...especially to charities



## Why branding matters...especially to charities

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- You want people to know – quickly – that the message is from you
- When you offer an intangible service, the brand becomes a symbol of what you do
- It helps you build a relationship
- When delivered with consistency in professional communications, it encourages confidence

## Your audience is drowning in messages...

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- People see an estimated **4,000–10,000 ads or brand messages daily** (online & offline).
- Around **360+ billion emails are sent worldwide every day**, many of them marketing.
- The average adult is exposed to **hundreds of marketing messages each day** across all channels.
- On social media alone, many users may see **40–70 ads per day**.

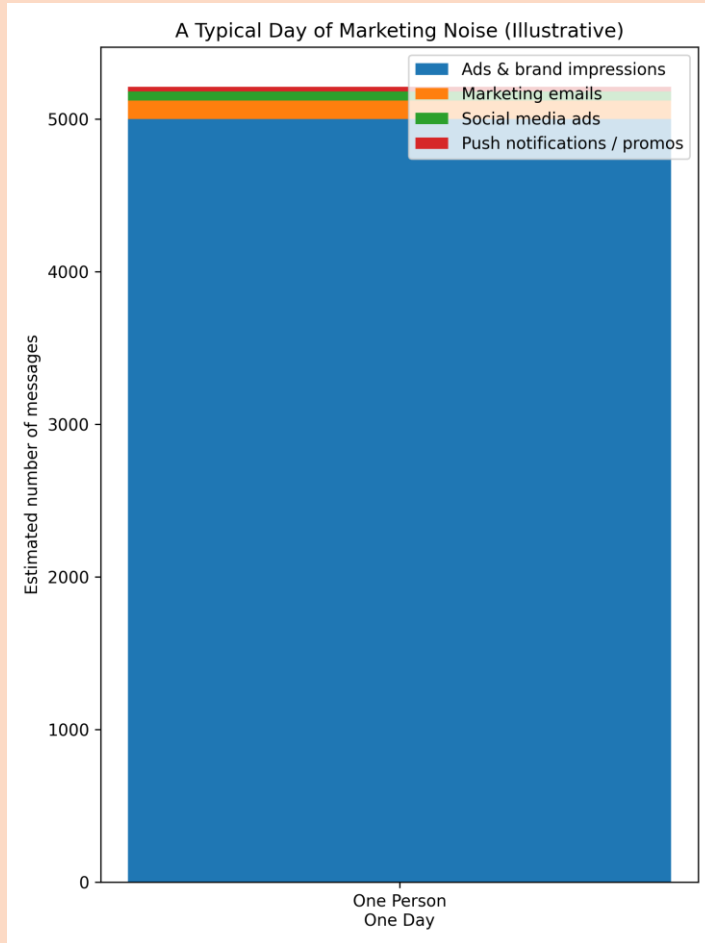
And there is a risk that everything sounds the same...

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- “Supporting young people to reach their potential”
- “Providing vital services for vulnerable youth”
- “Making a difference in our community”
- **Which one is you?**

“In this sea of noise, if your message sounds like *everyone else's*, it just becomes part of the wallpaper.”

# Marketing noise...and what cuts through it...



## People don't remember:

- Organisations
- Slogans
- Generic promises

## People remember:

- A specific person
- A specific moment
- A clear change



## Quick exercise – part 1

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- **Take 1 minute**
- Write down how you usually describe your service in one sentence.

## Quick exercise – part 2

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### **NOW CROSS THESE OUT...**

- Support
- Empower
- Enable
- Improve outcomes
- Make a difference

**What's left?**

# Telling **your** story

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Storytelling = **change over time**

- Before
- What you did
- After
- If nothing changes, there is no story.

## A youth service story (example)

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*“When Aisha was 15, she’d been excluded twice and stopped trusting adults.*

*We didn’t start with goals — we started with showing up.*

*Six months later, she was back in school and bringing her younger brother to sessions.”*

# Why stories matter in marketing youth services

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Clear stories help:

- Staff explain their work consistently
- Young people know what to expect
- Partners understand your role
- Referrals improve

Clarity reduces friction.

## Talking about USP...what makes you different?

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- **U**nique **S**elling **P**roposition or **U**nique, **S**trong, **P**ersonality
- It's important to talk about what makes you different.
- If you don't explain how you're different, others will decide for you.

## **If you don't talk about what makes you different...**

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- Commissioners see overlap
- Schools don't know when to refer
- Young people don't know if you're for them
- You try to be everything to everyone

## Difference = Focus

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Ask yourselves:

- Which young people are we especially good with?
- What moment in their lives do we step into?
- What do we do that others avoid, can't do, or won't do?

## Another quick exercise – part 1

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### The start of the journey

Think about the moment young people first come to you.

Write down:

- What's just happened in their life?
- Why now?
- What are they wary of?

## Another quick exercise – part 2

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### What do you do differently?

Write down: in the first week:

- What don't you do?
- What do you prioritise?
- What would surprise an outsider?

**This is where your difference lives.**

## Starting to write your story...

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### Try this:

- We work with **[specific young people]** who are **[specific situation]**.
- We focus on **[specific approach]**, so **[specific change]** can happen.

## When you develop a clear story...

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- Staff are able to tell a consistent story too
- Young people recognise themselves – and how you might be able to help
- Partners refer the right people – and do so with confidence
- You stop over-explaining your role – and concentrate on your strengths

## Telling a consistent story

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- Messaging
- Presentation
- Develop a comprehensive Comms Toolkit
- Make it easy for people

## Coming back to the title

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People don't remember organisations.

They remember:

- One person
- One moment
- One clear change

If someone remembered **one thing** about your service...

- What should it be?

## Q&A

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**Time for questions and discussion...**

Remember:

**People will remember your story if you talk about the change you made.**





Rachel Hicks

[rachel@eastsidepeople.org](mailto:rachel@eastsidepeople.org)

Thank You.