



Rebranding the ECCL

A BLUEPRINT FOR CHANGE

11.17.2022

Rebranding

The Estero Council of Community Leaders (ECCL)

- Our current brand positioning may appear confusing or outdated
- Rebranding is the process of easily, accurately, and effectively communicating our purpose and value proposition to our target populations
- Our goal: To improve and strengthen our public image and our communications efforts

Matching Naming and Rebranding

- Our brand impacts how people view and engage with us and whether they're willing to support our purpose, mission, and vision
 - When they think of us what comes to mind?
- An unclear brand can have a hugely detrimental effect, causing individuals to regard us as untrustworthy, illegitimate, or unnecessary
- Matching our name with our purpose and mission will create a consistent and better understood message

Our Steps to Rebranding the ECCL

Beginning in April 2022, our process included the following:

- Challenging our current Purpose, Mission, and Vision Statements
- Consulting with FGCU Organization and Strategy Development Consultants
- Conducting a Community Survey to Test Conclusions
- Determining the Value of Changing Our Name

Essential Components of Rebranding

We conducted a comprehensive assessment of the ECCL

- **Purpose, Mission, and Vision Statements** — the core of our organization
 - We were sure to assess *WHY* we existed, *WHAT* we do, and how we can best serve our residents
- **We considered ways to stand out — memorable.** Standing out is critical if we want to garner necessary support

Defining Purpose, Mission, Vision, and Impact

We substituted the words *Why, and What-How*, for Purpose and Mission – to minimize confusion

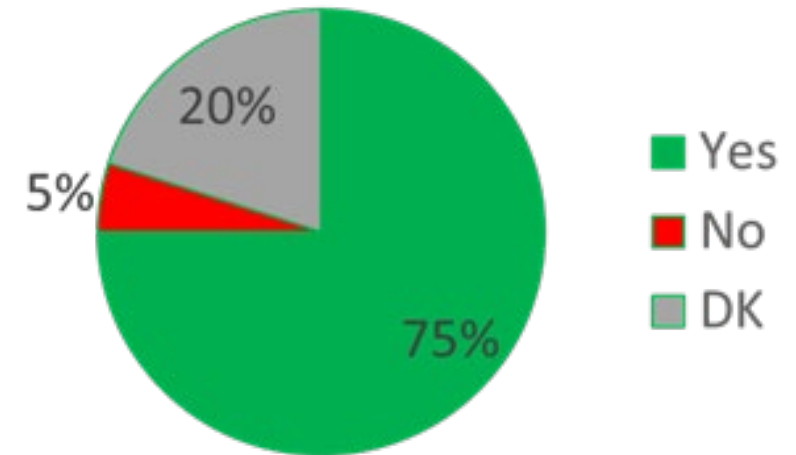
- ***Purpose/Why:*** *Why we exist. Our reason for being*
- ***Mission/What-How:*** *Mission drives us. What we do and how we do it*
- ***Vision/Aspiration:*** *Describes our long-term desire*
- ***Impact:*** The result of our actions improves the quality of life for Estero residents

FGCU Professors Consultation & Resident Survey

- We consulted FGCU professors, and their recommendation are included in our report
- We conducted a survey:
 - To the question:

Is there a need for a community-based, 501c3 nonprofit, nonpartisan, nonpolitical, and volunteer community organization?

Respondents
Answered!



Resident Survey Cont.

Reasons the respondents considered us necessary included:

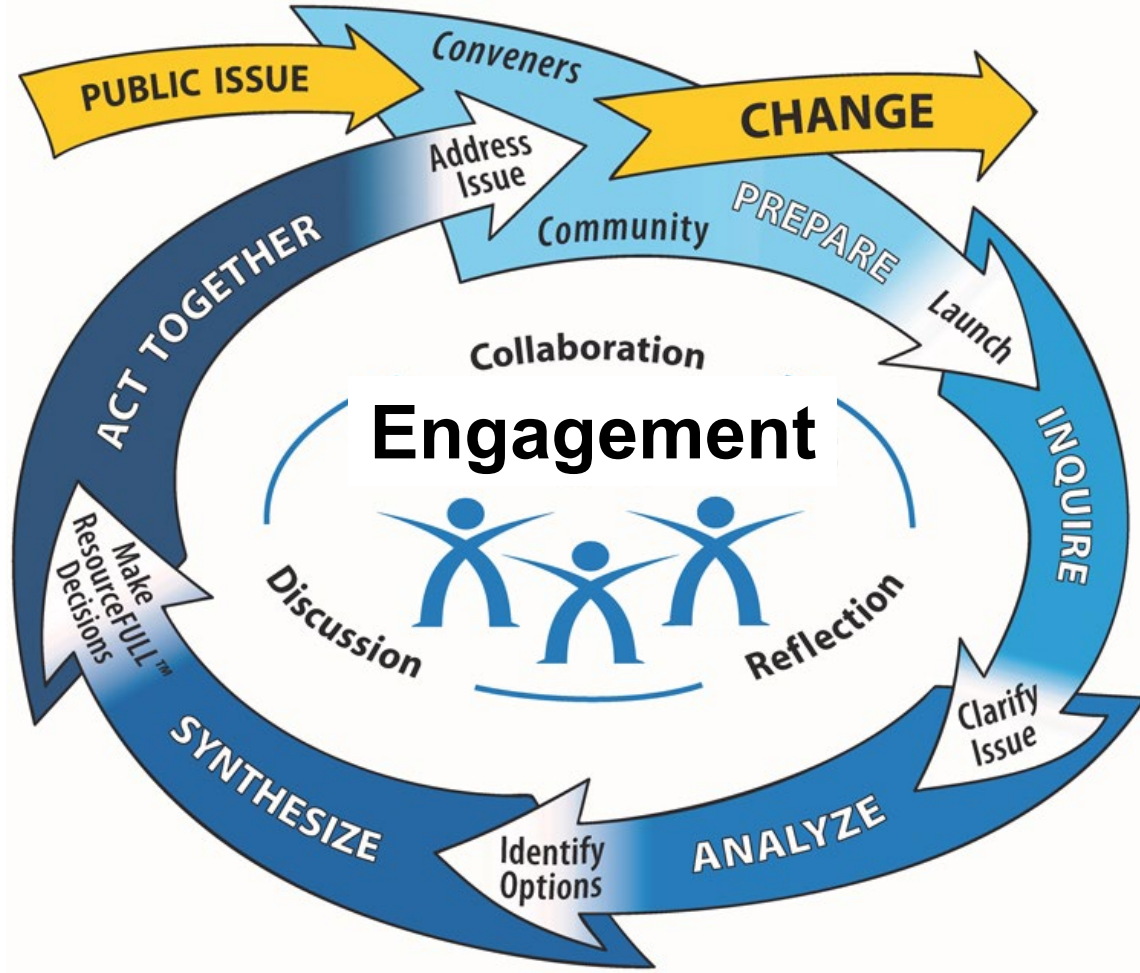
- “We need nonpartisan and nonpolitical groups in our divided society”
- “To be a voice for responsible growth and environmental issues”
- “To keep development to a minimum to maintain our quality of life”
- “To help shape Estero's future”

Our Name:

Estero Council of Community Leaders (ECCL)

Our Name is Generic or Vague

- Although it served a purpose, our current name is too general and often misunderstood
- People likely don't understand our current purpose, mission, and vision based on our current logo, name, and tagline
 - **We Need to Avoid a Disconnect Between Our Name, Purpose, Mission, and Vision**
- Our chosen name should connect to our purpose, mission, and vision and be specific enough to set us apart



Engagement is Our Future

A BLUEPRINT FOR CHANGE

Approved By the Board of Directors

Who We Are

An all-volunteer, nonpolitical, nonprofit community engagement association

Purpose: Why We Exist

To increase resident awareness of key community issues and encouraging resident engagement to impact the quality of life in greater Estero

Approved By the Board of Directors

Mission: What We Do

Our Volunteers:

Provide Transparency by listening to residents, evaluating government plans and other local activities, and communicating informed and collective opinions to residents **to Build Trust**

Conduct Research and communicate findings, seek opportunities, offer solutions, and challenge threats, **to Stimulate Resident Engagement**

Approved By the Board of Directors

Mission: What We Do

Our Volunteers:

Organize Live and Online Educational Forums providing government and resident decision-makers expertise, articles, and insight **to provide knowledgeable and balanced information**

Collaborate With Organizations focused on bettering our environment, water, safety and transportation, community health, and local education **to strengthen our voices and increase favorable community impacts**

Approved By the Board of Directors

Vision: To What We Aspire

To have a community of informed and engaged residents,
resulting in
a community that delivers the quality of life desired by its residents



Engage Estero

Inform – Engage – Impact

Formerly the Estero Council of Community Leaders (ECCL)

What We do, we do with purpose, passion, and pride in our community



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Questions & Comments