



# Thrive with a new brand!

A Case Study in Brand Transformation

ideaagency®

**THRIVE**  
SUPPORT & ADVOCACY

# Brand transformation overview







Helping People Help Themselves



# This is who we were.

Founded in 1972

Original mission:  
Greater Marlboro Programs is dedicated to promoting the personal growth, dignity and acceptance of people with developmental disabilities in the MetroWest area, including Marlborough, Hudson, Southborough, Northborough and Westborough.

15 Communities served

# What is **brand**?

## ***Claim of distinction***

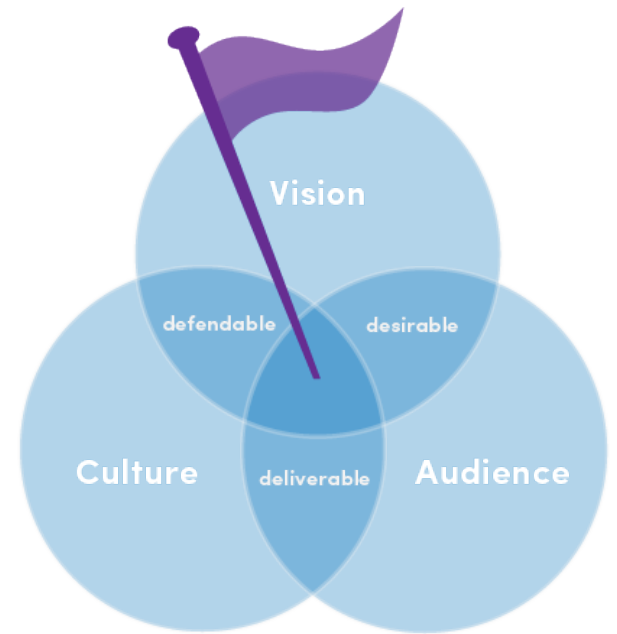
with evidence of performance

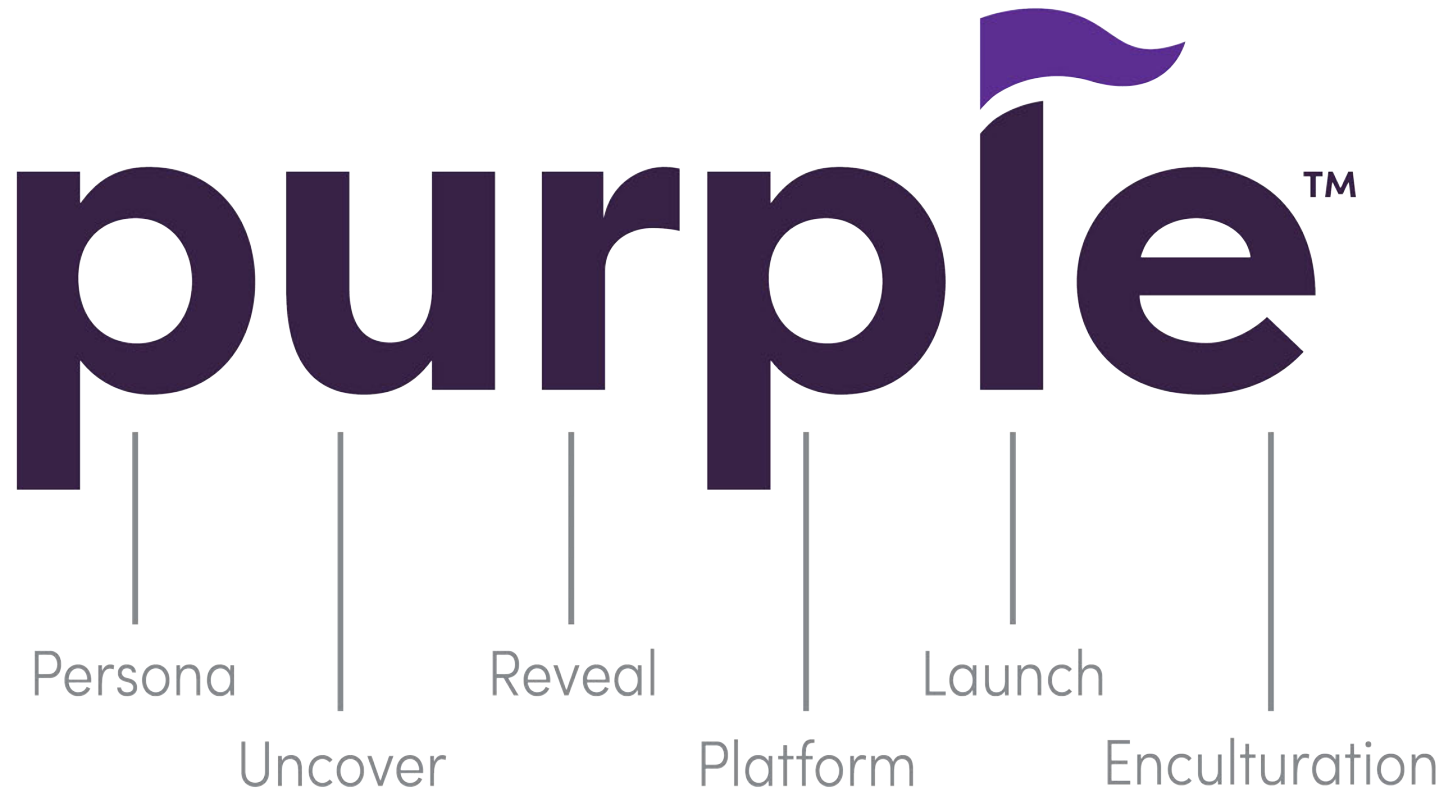
## ***An experience***

one gets when they interact with your organization

## ***A promise***

that you make to your internal and external stakeholders





# Discovery day



DNA • UVPs • Audience • Competition • Aspiration

# Unique Value Propositions (UVP)

## Social & Rec

- All the programs we create, serve people, even outside of GMPI
- Sports, recreation, social opportunities, vacation
- Inclusion; community integration is a result
- Friendship and relationships are a result
- Much more extensive than other programs

## Above & Beyond

- More than you expect
- Quality
- Staff cares deeply
- We are coaches, teachers, students

## Family support

- Respite (offering a break for families)
- Residential
- Community
- Advocates, help to find the answers

## Driven by those we serve

- Can-do attitudes
- Adopting new programs
- Putting ourselves in their shoes
- All services, activities, programs, education
- Ideas into action – creating programs and activities to fit the needs of those we serve
- “Our clients are our boss” attitude; reverse corporate pyramid

# It all adds up to...

Social & Rec

Driven by those we serve

Above & Beyond

+ Family support

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(Result) = Quality of life filled with  
happiness and pride



# Brand Essence



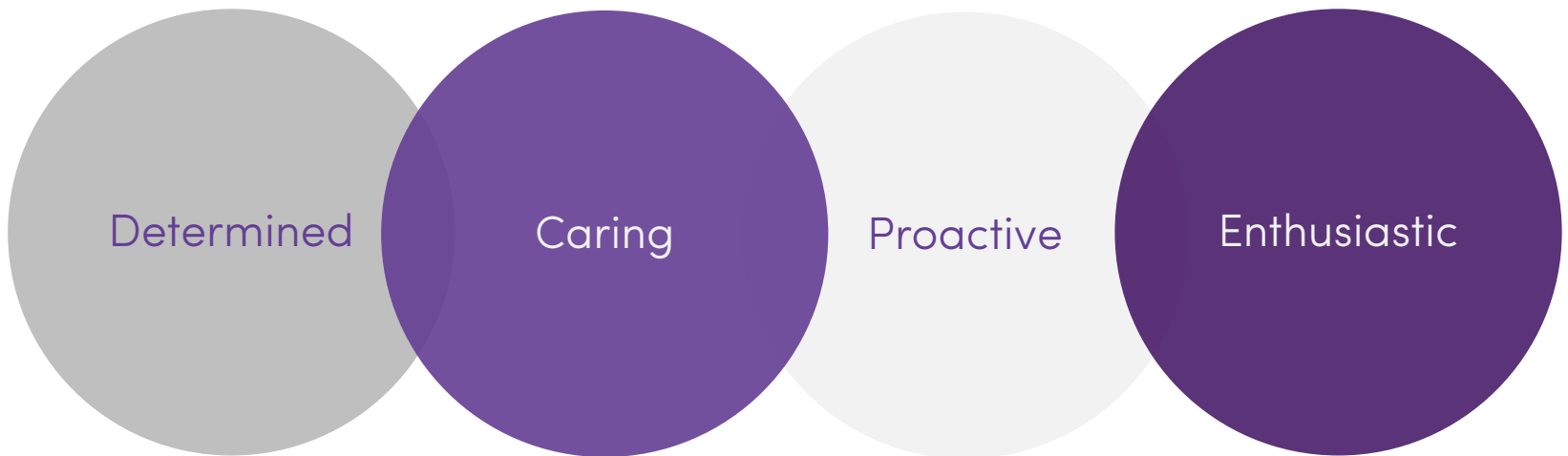
[GMPI] is driven to redefine disability by focusing on the **abilities** of those we serve so that we can help them reach their unique potential. With a social and recreation program unmatched in the industry, we provide community integration and foster feelings of belonging, accomplishment and connection. Everything we do here is created to meet the needs of our clients. We go above and beyond in care, quality, and support of the family – offering education, advocacy and respite when needed. It is with great honor that [GMPI] offers a unique environment that helps create lives filled with happiness and pride.

# Brand Promise



**With a singular focus on creating experiences that meet the needs of their clients, only [GMPI] offers the unparalleled programs, commitment, and support that helps create lives filled with happiness and pride.**

# Brand Personality



# Naming options





## State of Mind

Imagine if we were all defined by our most obvious weakness instead of our greatest strength. Disability does not define the clients we serve, or capture the unique spirit, perspective and gifts they share. As partners, we inspire each other to be the best versions of ourselves. They ask us to redefine our ideas of success and we ask them to reframe their own potential in terms of what they believe they can do. Recognizing the beautiful imperfection in all of us.

**Unique Spirits • Reframe • Kindred Partners • Inspire • Different Perspective**

# GIFT Community

Growing Independent Futures Together





## Magic Moments

A well-lived life is a collection of well-lived moments. Moments of pride, achievement, friendship, joy, fulfillment. Moments when we can be ourselves, experience beauty, accomplish a goal, connect with another person. GMPI exists to create these moments in the lives of our clients, by giving them the space, sense of self, and support to meet their own unique milestones.



**Well-Lived • Beauty • Unique Milestones • Abundance**

# **Thrive**

## **support and advocacy**





## Beautiful Integration

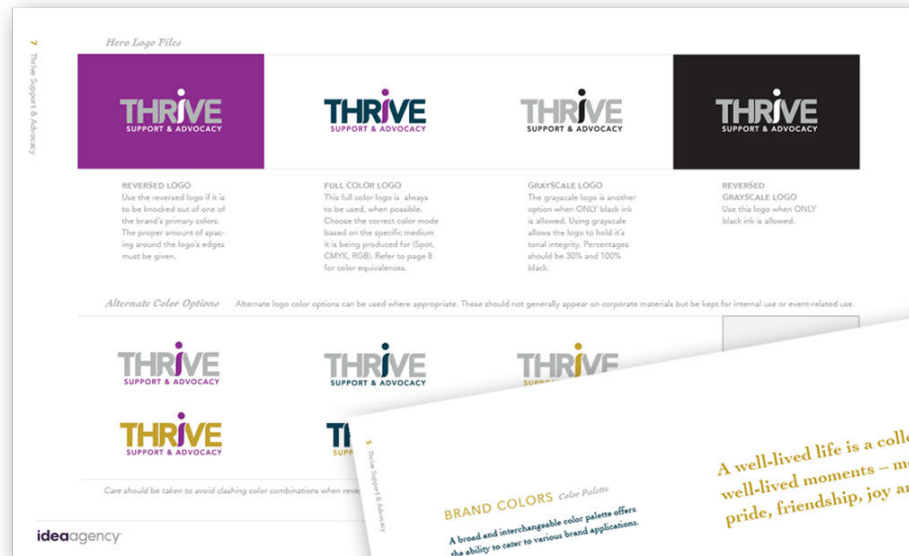
We all grow through embracing differences – beautiful differences that reveal our humanity, quirky spirits, and perfect imperfections. We seek opportunities for our clients to integrate into the community around them – to connect, celebrate and interact. Opportunities to share their special gifts and receive the support, friendship and admiration of the people around them.

**Embracing Differences • Opportunities • Community • Emerging • Focus On Solutions**

# Connectivity

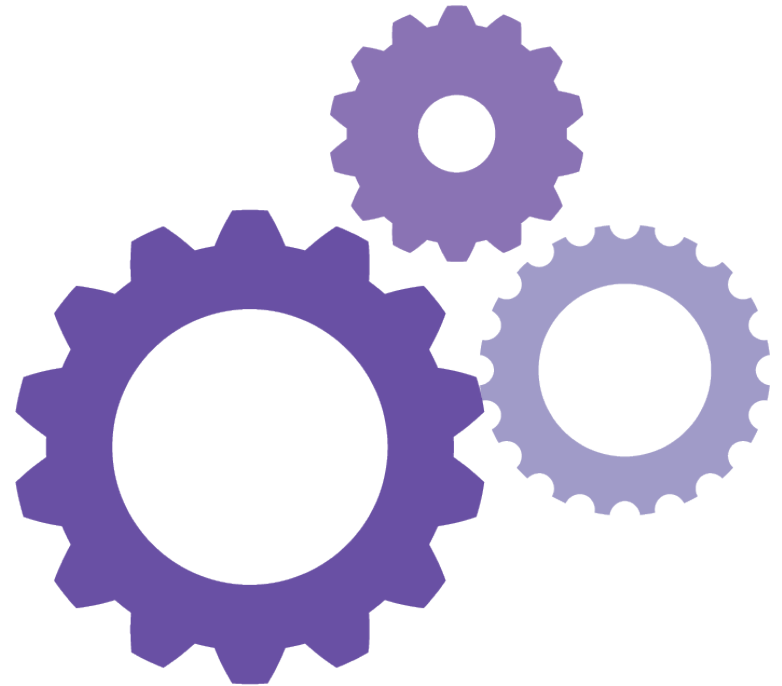
Sharing strengths in adversity







# Operationalizing your brand



# Process

## iPLAN



## iCAN

## iWANT

## iWILL

## iAM

As we listen, we formulate, we brainstorm, we inspire. We ask, "What are the things you want to do? What are the things that might be holding you back?" It is our passion to expand their vision of themselves and to plan a path to help them reach what they see.

Here is where action forms the pathway to creating fuller lives for our participants. Every person has their own personal goals. Thrive provides individualized support, guidance and milestones along the way that help provide the sense of accomplishment they deserve to experience.

Feeling the accomplishment of reaching a goal, or performing a task, or trying out something for the first time can be transformational for an individual. We celebrate achievements of all levels. Not every milestone needs a big award, but a sincere recognition and acknowledgment for their wins, is what matters most.

## iPLAN

"Because your best resides uniquely in you."

Each young person who is involved in Thrive is unique. Thrive is Thrive's passion to help young people with disabilities reach their goals. We help them to build on their strengths and skills, and we help them to overcome their challenges. We help them to learn, to grow, and to reach their full potential. We help them to learn, to grow, and to reach their full potential. We help them to learn, to grow, and to reach their full potential.

THRIVE  
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# Program

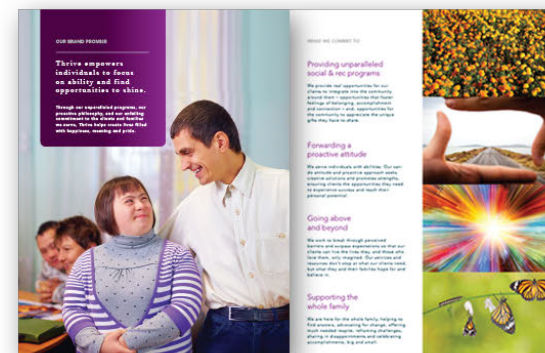
The word "LEAD" is written in a bold, sans-serif font. The letters "L", "E", and "D" are a dark purple color. The letter "A" is a lighter, medium purple color and is stylized to look like a mountain peak or a triangle.

Lead for a year. Thrive for life.

# Program



# Internal culture





# Fundraising



# Community engagement





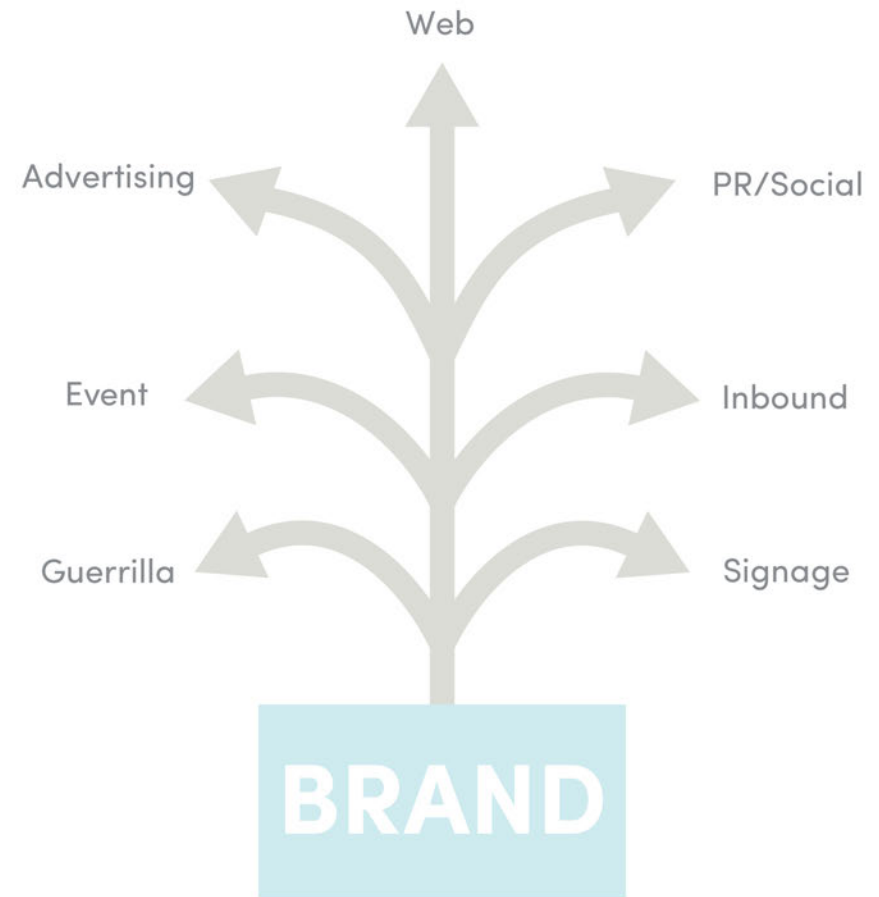
# Volunteer



# Business partnerships

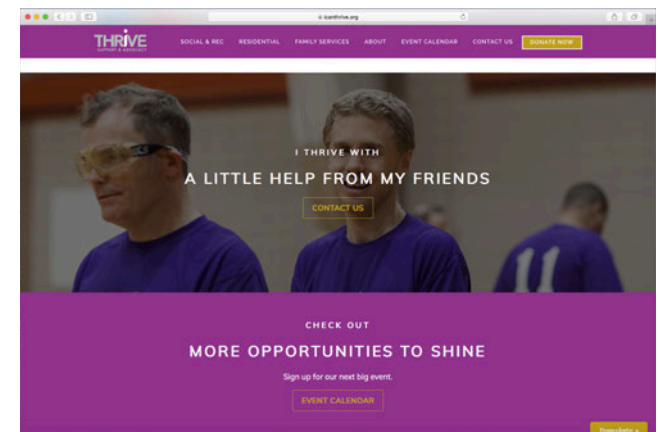


# Promoting your brand





# Web



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## Unparalleled support

We provide real opportunities for our clients to integrate into the community around them – opportunities that foster feelings of belonging, accomplishment and connection. And, opportunities for the community to appreciate the unique gifts they have to share.

OUR

## Thrive empowers individuals and find opportunities

### UP & COMING

**EVENT LISTING**  
Location - Date & Time

**EVENT LISTING**  
Location - Date & Time

## Going above and beyond

We work to break through perceived barriers and surpass expectations so that our clients can live the lives they, and those who love them, only imagined. Our services and resources don't stop at what our clients need, but what they and their families hope for and believe in.

## New Beginnings *Letter from the President*

For more than forty years, Greater Marlboro Programs, Inc. has been promoting the personal growth, dignity and acceptance of people with developmental disabilities in the Marlborough area. We have stayed true to our mission of empowering individuals to lead rich, active and self-directed lives while supporting their families.

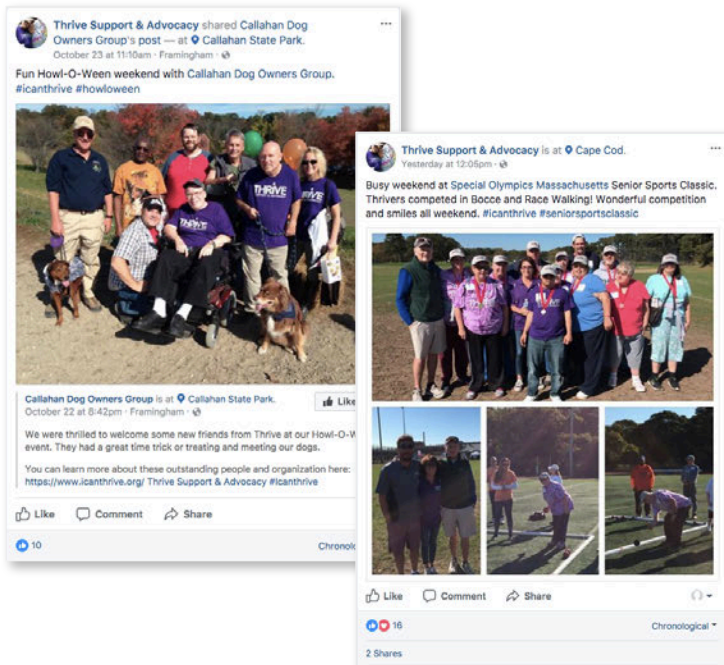
As we continue to grow, add services and expand our reach, we have chosen a new name to better define who we are and what we do for our clients and the community we serve: Thrive Support and Advocacy. This name captures our organization's strong spirit and proactive attitude – an attitude that sees individuals for their abilities first and commits to helping them be the best versions of themselves by providing the support and resources they need and deserve.

This name is not a label for a notion we hope to achieve but a definition of who we've always been and a reflection of the spirit in which we work. We are grateful to every staff member and every client who continues to inspire each a spirit and helps others to thrive.

Abilities: celebrated, nurtured and shared

Thrive empowers individuals with developmental disabilities to focus on ability and discover opportunities to shine. Through our unparalleled programs, proactive philosophy, and unfailing commitment to the participants and families we serve, Thrive helps create lives filled with happiness, meaning and pride. We invite you to join us on this mission.

# Events and social media

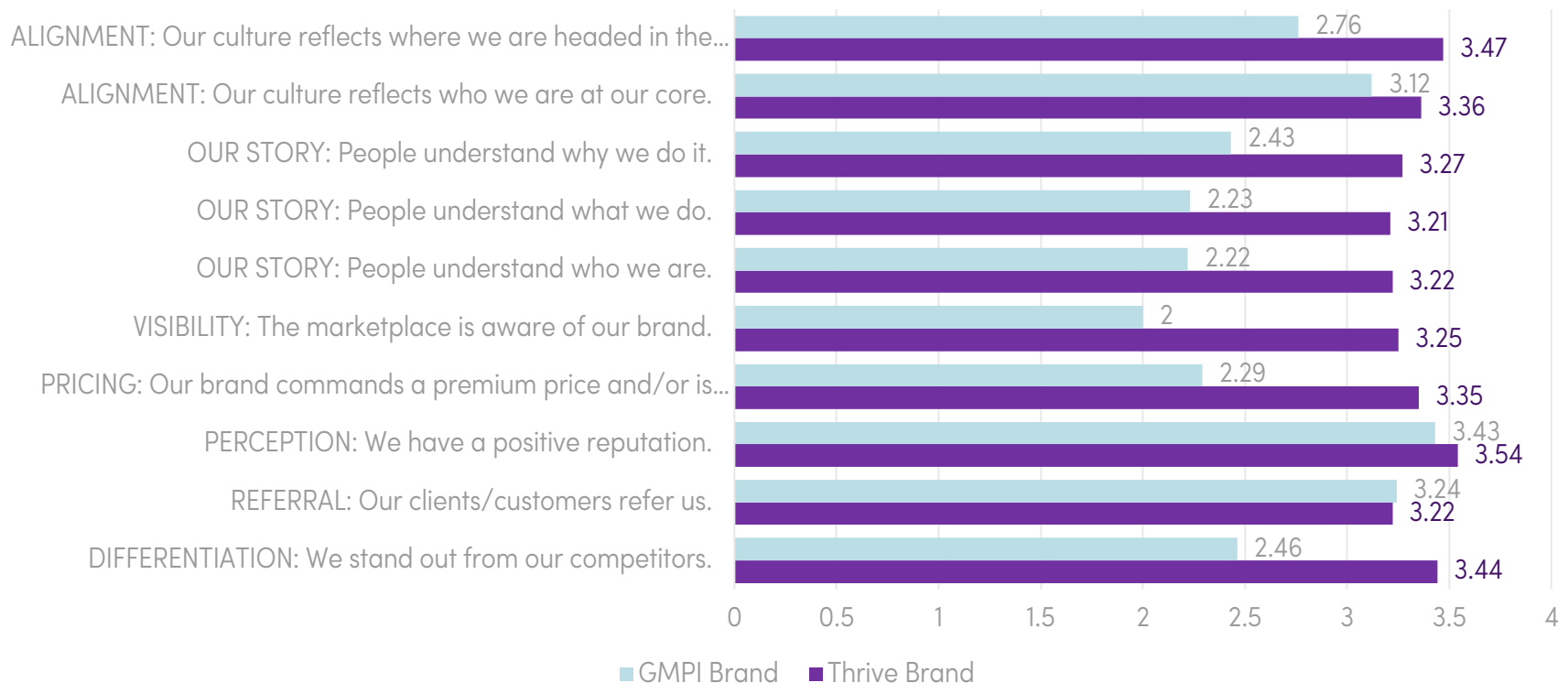




# Results

**62.5% increase in brand awareness**  
**40% increase in differentiation & brand story**

In thinking about GMPI/Thrive, as the brand stands right now, please answer the following questions\*





# Who we are today

Now **42** communities served, and counting

Individuals served: **39.5%** increase

Total revenue: **5%** increase

**“We have never had so many new recruits since the new rebranding. I am very impressed.”**

– Thrive Director of Social and Recreation



**Q&A**