

# PLAYBOOKS

CATALOG OF SERVICES  
2025 / 2026

**RALLY CRY**  
BRANDS

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**CORE BRAND**



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**RALLY CRY**  
**BRANDS**

# CORE BRAND

A Rally Cry brand runs on human truth. Every decision—buy, join, stay, leave—starts with the signals people pick up about you. We uncover those signals and turn them into a brand that works as a decision engine—guiding customers, teams, and partners to act with confidence.

**Here's what that gives your leadership team:**

**1. Instant decision clarity.**

From hiring to product launches to market messaging, your brand becomes the filter that makes the right calls obvious.

**2. Market insight you can act on.**

We uncover the emotional and rational triggers that drive human behavior—why people hesitate, why they buy, and why they choose you over someone else.

**3. Total alignment across the organization.**

When everyone knows the brand from the inside out, strategy, operations, and marketing stop competing—they start compounding.

**4. Messages that land and move markets.**

Your position, campaigns, and social media presence don't just sound good; they hit the nerve that drives action because they're built on real human truths.

**5. A brand that pays for itself.**

Decisions speed up. Customers commit faster. Teams waste less energy second-guessing and more energy creating growth.

**6. When your brand is this clear, guesswork disappears, alignment happens, and growth takes over.**

We shape the brands that reinforce a purpose, value, and story that markets feel and want. That's what applied market research and behavioral strategy look like in action.

## PHASE ONE: Discovery

Audits look at your brand from every angle, revealing the truths, gaps, and opportunities others miss. Our Discovery is the difference-maker: a data-driven, intensive market research process that replaces guesswork with certainty.

- 1. Strategic Brand Clarity Audit:** Evaluates how your brand is seen, understood, and differentiated in the market
- 2. Relationship Audit:** Maps how well you're connecting with customers, employees, donors, and partners
- 3. Marketing Audit:** Assesses brand expression and performance across channels and campaigns
- 4. Operational Audit:** Surfaces disconnects between your brand promise and how things actually run
- 5. Cultural Relevance & Risk Audit:** Checks your brand's alignment with current culture, values, and social expectations

The power of deep discovery is in what it makes clear: who you are, what you offer, to whom it matters, and why they'll care about it. It gives you the insight and language you need to move forward with confidence—no guesswork, just clarity.

## PHASE TWO: Core Brand Development

- 1. Purpose:** We identify and define the core reason your brand exists beyond profit—tying it to a perspective or customer-focused impact that sets direction and guides your brand consistently. This purpose shapes decisions, culture, and relevance, inspiring customers and employees to rally around a shared sense of meaning and direction.
- 2. Audience and Motivation:** We conduct market research to find and define key audience segments and their core motivations, ensuring every part of your organization—from sales to customer service to operations—delivers consistent, relevant experiences that build trust, drive engagement, and align with your brand's promise.
- 3. Brand Differentiators:** We identify and position your strategic differentiators that empower your brand to claim a unique, defensible place in the market—maximizing impact, protecting margins, and building a lasting legacy.

**4. Positioning Statement:** An often overlooked yet essential tool that answers WHAT, WHY, HOW, WHO, and WHEN, defining a brand's market position and strategic space. As the single most powerful safeguard against brand and mission creep, it sharpens strategy, streamlines decisions, and ensures every investment supports the brand's purpose. We don't call it until we craft one that locks in your brand's place in the market, clear, powerful, and recognizable.

**5. Brand Language Toolbox:** A comprehensive, high-performance package that equips organizations with the words, phrases, and messages they need to launch, live, and grow their brand. From day one, every team member has the pieces and parts they need to speak consistently, confidently, and powerfully—making the brand recognizable across every channel, audience, and touchpoint.

- a. Brand Voice System: Defines your brand's unique emotional DNA, capturing its style, attitude, and tone. It's more than just words; it's the personality that unifies every message and every customer experience.
- b. Branded Content: Powerful words and ideas that amplify the brand's purpose, sharpen its competitive edge, and ignite action across all marketing and communication materials. Includes FAQs, differentiations, and all the quips, soundbites, lines, and bits that bring the brand to life across markets, features, and channels.
- c. Brand Story: A humanizing narrative that captures why the brand exists, where it came from, and what drives it forward. It's an introduction to the back story.
- d. Tagline and Elevator Pitch: Concise AHA statements that distill the brand's key promise and relevance, powerful tools for quick, compelling introductions.
- e. Communication Playbook: A clear guide and reference point for using branded content to communicate internally and externally, building confidence, consistency, and clarity in every conversation.
- f. Key Messaging Framework: Structured talking points tailored to different audiences and scenarios, ensuring every communication supports the brand's strategy.

**6. Brand Book:** A practical field guide that shows how to live the brand every day. It unites tools, guidelines, and resources to apply the brand's identity, voice, and positioning consistently. This user's manual makes it easy to navigate tone of voice, messaging, and visuals. It equips every role and department with a clear sense of the brand—critical for using and managing it consistently.

Range: \$40,000 to \$90,000  
Contact us for an estimate.

# CULTURE BRAND

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# CULTURE BRAND

Cultural dysfunction doesn't self-correct; it multiplies, eating away at talent, time, and growth. A Culture Brand reset is the opposite of grinding harder. It restores balance, health, and focus by reestablishing a community of work that performs. You can't afford to ignore a culture in distress.

## **Culture Red Flags You Can't Afford to Ignore:**

- 1. Leaders spend more energy “selling” change than driving it.**  
Resistance is baked in, and strategic projects limp along without real adoption.
- 2. Customer experience erodes as employees “check out.”**  
Service slips to the bare minimum, and discretionary effort disappears.
- 3. Innovation stalls and ideas dry up.**  
Teams stop proposing improvements, and problem-solving gives way to workarounds.
- 4. High performers disengage or exit.**  
Frustrated talent either lowers their own standards or walks, taking momentum with them.
- 5. Critical feedback and problem signals are buried.**  
Employees hesitate to speak up, leaving leaders blindsided by preventable crises.
- 6. Teams pull in different directions.**  
Departments chase competing priorities, and strategic initiatives stall or under-deliver.
- 7. Rumors and misinformation outpace official communication.**  
Informal narratives fill the vacuum, eroding trust in leadership and decisions.
- 8. Employee experience is inconsistent and inequitable.**  
Morale varies wildly by department, breeding resentment and further disengagement.



## PHASE ONE: Discovery

### Cultural Alignment Audit

A diagnostic deep dive into the heartbeat of your working culture, this audit evaluates planning, systems, performance management, and daily execution to uncover how well your internal reality supports your external brand promise. It identifies where alignment thrives or breaks down, providing the insight needed to deepen a high-trust, high-performance culture that outperforms itself.

## PHASE TWO: Culture Brand Development

- 1. Employee Value Proposition (EVP):** A clear, credible promise that reflects an organization's commitment to building an exceptional workplace—where systems are intentional, quality is a priority, and every role and goal are supported by a culture of alignment.
- 2. Branded Habits:** High-performing cultures are upheld by a set of human-centered habits that establish clear expectations and consistent actions. These habits equip every contributor to bring their best, engage fully, and flourish together. Branded habits create a reliable framework that prevents dysfunction and promotes a thriving, innovative, and dynamic culture, keeping top talent engaged and energized.
- 3. Branded Habits-Based Hiring Criteria:** Branded habits attract candidates who align with the organization's culture, ensuring each hire contributes to the environment of excellence you're cultivating. These habits are embedded, from the job posting through the interview phase, reinforcing alignment and shaping a consistent employee experience.
- 4. Branded Onboarding Experience:** Immersing new hires in the organization's EVP and branded habits from day one ensures they know how to thrive and contribute. This high-performance start reinforces the culture with every hire, building cohesion, alignment, and operational excellence.
- 5. Habits-Based Programs Framework:** A practical toolkit designed to build cohesion, deepen engagement, and bring the brand to life through useful initiatives. With clear processes and directives, teams know exactly what to do to adopt the brand and build a culture that delivers the outcomes that matter most.
- 6. Activated Employee Input:** Tools and structures for gathering, sharing, and acting on employee ideas and feedback to refine the culture.
- 7. Internal Communications Guidelines:** Consistent messaging templates and habits-based communication practices that keep everyone informed and aligned.

**9. Meeting Framework:** Agendas, best practices, and facilitation guides for your team to ensure every meeting reinforces the organization's branded habits.

**10. Internal Goodwill Initiatives:** Programs that build trust, collaboration, and a sense of belonging—rooted in the EVP and branded habits.

**11. Corporate Social Responsibility (CSR) Partnerships:** Method and guidelines for selecting and nurturing external partnerships that reflect the brand's values.

**12. Branded Strategic Partnership Framework:** Guidance for developing external collaborations that extend the brand's habits and culture into the industry and community.

**13. Employee Handbook:** Policies and guidelines that align with brand culture. A comprehensive resource that outlines the organization's policies, expectations, and standards of work, ensuring employees have the clarity and guidance needed to navigate their roles and participate fully in the workplace. It serves as a practical tool to align daily behaviors with the brand's culture and support a high-performance environment.

**14. Culture Brand Book:** A comprehensive, practical field guide that centralizes all the tools, guidelines, and resources needed to manage and sustain an organization's internal culture. This package equips leaders to transform bold strategies into measurable outcomes—uniting people, practices, and purpose for a brand that excels from the inside out.

Range: \$40,000 to \$90,000  
Contact us for an estimate.

# NONPROFIT BRAND

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# NONPROFIT BRAND

This package is a trust-based, discovery-driven engagement, designed to help nonprofits lead through uncertainty and reach the people who need you most. It equips your team with the tools, language, and strategy necessary to rally support, move resources, and serve with power and precision.

**1. Comprehensive Strategic Plan:** A fast, focused roadmap designed to align your team, clarify priorities, and guide decision-making when every move counts.

Your comprehensive strategic plan includes:

- Strategic Summary Deck (10–15 slides): A board- and funder-ready overview of your mission, core challenges, key priorities, and brand implications.
- Priority Framework & Action Map (1–2 pages): A breakdown of top strategic goals, high-level initiatives, ownership zones, and timing—so momentum has a map.
- Decision Filters & Guiding Questions (1 page): Practical criteria and questions that help your team make aligned, values-based decisions—especially under pressure.
- Audience Alignment Summary (1 page): A top-line snapshot of key audiences, motivations, and strategic connections to fundraising, advocacy, and programming.

# — NONPROFIT BRAND

**2. Brand Development:** Right now, you need something stronger than recognition. You need a rally cry.

Your full brand development includes:

- Organizational Purpose: Your true north, clearly and confidently stated—defining why your work matters and how it drives programs, partnerships, and progress.
- Audience & Motivation Profiles: Evidence-based insights to reach the people you serve, resonate with funders, and align with partners for greater collective power.
- Brand Differentiators: These distinctions expose the need, reframe the cause, protect the vulnerable, and deepen engagement. Make the case for your urgency.
- Positioning Statement & Strategic Space Map: A foundational asset that anchors your mission with clarity, rooted in discovery. It defines what you do, how you do it, and why it matters now—serving as both compass and shield.
- Strategic Messaging & Narrative System: From funder appeals to front-line conversations, your messaging will be bold, values-driven, and built to move money, protect dignity, and redefine ally-ship.
- Brand Book & Strategic Playbook: A practical, easy-to-use guide for your team and partners to implement your brand from day one. This keeps everyone aligned, consistent, and driving impact.

Mission-driven fixed price: \$30,000

# ONGOING SUPPORT

**RALLY CRY**  
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# BRAND SUPPORT

Not everyone can have a full marketing department in-house. But you can still tap the full strength of one. This is expert brand and marketing support: remote, flexible, and built around your business model, platforms, and goals.

From social posts to pitch decks, mailers to message shifts, we provide senior-level talent, without the overhead. You'll have a dedicated brand lead, a market strategist poised to respond, refine, and adjust in real time, and a social media coordinator fluent in your voice and the markets you serve. Clear roles. Consistent output. Strategic advantage.

These are packages tailored to your needs—all impact, no excess.

## You might need Ongoing Brand Support if...

- Your brand launch feels flat or unfocused
- You're not seeing brand equity translate into growth or valuation
- The brand execution isn't showing up consistently across departments
- Growth is outpacing your internal brand execution capacity
- You lack access to reliable high-level brand expertise in-house
- Teams aren't using brand tools correctly—or at all
- Leadership is stuck managing brand instead of leading vision
- You can't respond quickly to market shifts or threats
- You're unsure how to navigate a crisis without losing trust
- You're not using data to guide brand and marketing strategy
- The brand is drifting as the organization evolves
- Innovation feels risky
- Product launches seem disconnected from the brand
- Your brand isn't keeping pace with changing customer needs
- Leadership is making brand decisions without a clear North Star
- Your brand content is getting stale or inconsistent

ONGOING

# FRACTIONAL SERVICES

*You get a whole brand department—without the overhead. Strategy, creative, copy, campaigns, content, rollout—we bring the team, the plan, the energy, and the execution. All remote, all real, and all assigned to you. One point of contact. No chasing people down. No outsourcing the soul of your brand to a rotating cast of freelancers. This isn't a one-size-fits-none service.*

**We co-build your fractional support based on:**

- Your market
- Your team's capacity
- Your goals and timeline
- The kind of traction you're after

**Your fractional package might include:**

- Brand positioning and message playbooks
- High-converting sales decks and outbound tools
- Technical or expert-led blog content
- Campaign strategy and social media creative
- Website planning, UX direction, and rollout strategy
- Internal adoption and brand training tools
- Reporting, feedback loops, and C-suite briefings

Together, we'll co-create the right support and a customized plan based on your goals, your team, and what's actually on your plate.

**Why it matters:**

You're not paying for hours—you're investing in outcomes. Full accountability, clear deliverables, and results that move the needle. Instead of one in-house hire, you get a full team of experts across strategy, writing, design, and analysis. We bring sharp outside perspective, cultural fluency, and deep brand intelligence, which means fewer blind spots, smarter strategy, and sharper creative.

**Why now:**

You've got growth goals, but limited bandwidth. The right work keeps getting delayed. Fractional support gives you a way forward—fast. It puts a focused, accountable team behind your brand so you can show up, stand out, and stay focused.

ONGOING



# LAUNCH PARTNER

*The Brand Launch Partner is a tactical, execution-focused role—perfect for teams without in-house marketing capacity who need someone to own the rollout and ongoing expression of their newly minted brand.*

**What's included:**

- Brand launch campaign planning (content overview for email, social, and print materials over first 4–6 weeks)
- Training to align internal stakeholders and ensure confident, consistent brand usage
- Brand asset audit confirming all customer-facing touch-points reflect your new brand
- 8–10 ready-to-roll content pieces per month for 2–3 core platforms. This could include newsletters, emails, sales materials, social media content, etc. tailored to your distinct brand launch strategy
- Monthly brand voice and content check-ins to guard alignment as you grow
- Ongoing strategy and planning to refine goals and keep campaigns on track
- Bi-monthly progress updates and monthly reporting with brand health insights and recommendations

**Why it matters:**

This package gives you a dedicated partner who understands your brand from the inside and knows how to activate it. Ideal for teams without a full-time marketer, or teams whose marketers are focused elsewhere. This role brings strategy to life through content, campaigns, and consistency.

**Why now:**

A brand launch without follow-through is just an unmemorable makeover. Sustain momentum and keep your brand showing up like it has something to say. Pull in the hands and brainpower you need to let the brand sing.

ONGOING

# EMBEDDED STRATEGIST

*The Embedded Brand Strategist is a high-level, oversight-driven role—ideal for teams with internal marketing talent who need expert brand leadership, not more tactical hands on deck.*

**What's included:**

- One in-person strategy day per month embedded with your team to guide execution and cross-functional alignment (6 hours)
- Brand-aligned ideation and campaign development to elevate your marketing efforts
- Strategic review and approvals on campaign roll-outs, creative drafts, and content calendars
- Brand implementation audits across every touch-point to ensure consistency and cohesion in execution
- Monthly project planning and cross-functional prioritization to keep your marketing calendar on track
- 10 hours/month of remote brand management—reviewing materials, providing feedback, creative direction, and supporting strategic decisions

**Why it matters:**

This package gives you a senior brand partner on call—someone who knows your brand inside and out and ensures it's reflected in every effort. Consider us an arm of your team. It's the guardrail that keeps the brand from drifting, the sounding board for your ideas, and the steady hand keeping the strategy front and center.

**Why now:**

You've invested in building a strong brand—don't let inconsistency or confusion undermine it. With the Embedded Brand Strategist in the room and in your corner, your team gets sharper, faster, and more aligned.

ONGOING

# ABOUT US

We build brands that decide for you.

That's it. That's the job. We discover brands that give the heart what it wants and the mind what it needs to feel it: that AHA moment.

The result? Brands that hit home, scale smoother, grow stronger, and pull their weight in revenue.

We get there through a discovery process that digs deep. Working like brand anthropologists and behavioral economists, we track patterns, read responses, and decode the cultural signals that snap attention and shape decisions.

We turn human insight into high-performance brand systems, built to woo customers, rally teams, and earn trust. We're thinking partners who excavate the brands that people hear, see, feel—and choose. Because when a brand is built right, it feels right.

We work alongside founders, CEOs, and strategists who know what it's like to carry the weight of a vision no one else can see yet. Leaders who share our commitment to creating jobs, sustaining economies, and giving back big. Together, we shape breakthrough brands that scale, hire, and deliver

***Our purpose boils down to this—  
We're all about creating jobs and  
investing in communities.***

Every brand we uncover supports livelihoods. By working with clients to build brands that expand—hiring, training, and innovating—we create ripple effects that reach families, employees, and neighbors alike. Our own company thrives on this dynamic: the more brands we develop, the more opportunities emerge for people, on both sides of the table. For us, success is measured by the number of communities connected, jobs created, neighborhoods nourished, and lives touched.

***Building brands means building futures.***

# Give us a holler

We'd love to work together

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