



**FOR IMMEDIATE RELEASE**  
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## **12 Nonprofits Honored for Exceptional Taglines**

### ***Best-in-Class Taglines Selected by 3,000+ Nonprofit Professionals***

Maplewood, NJ – Just because you're a small nonprofit doesn't mean you can't have a powerful tagline for your organization, program or campaign. Those that play the branding game well are part of a growing trend of thriving organizations whose mottos help to build awareness of their value and put them squarely in audiences' hearts, minds, schedules and wallets.

"The winning taglines in the 2008 *Nonprofit Tagline Award Competition* emphasize how powerfully taglines can work as a first step in branding or as a highly-effective tool to refresh a nonprofit's messaging, emphasize its commitment to its work and/or revive tired positioning," says Nancy Schwartz, president of Nancy Schwartz & Company (<http://www.NancySchwartz.com>) and blogger at GettingAttention.org (<http://www.GettingAttention.org>).

The organizations behind the taglines—which range from a new organization run by a part-time volunteer (LandChoices) to the well established, big and global (UNICEF)—did a commendable job in putting a few select words to work to build their brands, Schwartz says.

The *Getting Attention Nonprofit Tagline Awards* program came about when so many powerful taglines were submitted to the recent Getting Attention survey on nonprofit taglines. More than 1,000 taglines were submitted as part of the survey. Survey findings, the entire list of submitted taglines and details on finalists and award winners will be featured in *The Nonprofit Tagline Report*, to be published in September.

The awards, to be conferred annually, represent the best taglines in all nonprofit sectors. After the 62 tagline finalists were carefully selected, the 12 award winners were chosen by 3,062 nonprofit professionals who voted in an online poll.



### **2008 Award Winners**

**Arts & Culture:** *Where Actors Find Their Space* —NYC Theatre Spaces  
This clearinghouse for NYC rehearsal and performance spaces uses a double entendre to go beyond a description of its services and highlight the value of its work.

**Civic Benefit:** *Stand Up for a Child* —CASA of Southwest Missouri  
CASA's tagline provokes anger, compassion and a desire to help, in just five words.

**Education:** *Stay Close...Go Far.* —East Stroudsburg University of Pennsylvania  
This simple yet distinctive tagline from East Stroudsburg cuts through the clutter. Its straightforward character mirrors that of the school.

**Environment & Animals:** *Helping Preserve the Places You Cherish* —LandChoices  
LandChoices' tagline thoroughly communicates the value of its work while evoking one's most precious memories of walks in the woods, wildflower meadows and childhood camping trips. There's a real emotional connection here.

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**Grantmaking:** *Make the most of your giving.* —The Greater Cincinnati Foundation

This clear tagline articulates the value of the foundation for donors considering an alternative way to give.

**Health & Sciences:** *Improving Life, One Breath at a Time* —American Lung Association

This unexpected focus on the breath—a core element of life—gets attention, and understanding.

**Human Services:** *When You Can't Do It Alone* —Jewish Family & Children's Service of Sarasota–Manatee, Inc.

This tagline tells the story succinctly and powerfully: It's all about getting help when life becomes overwhelming. It makes a strong emotional connection.

**International, Foreign Affairs & National Security:** *Whatever it takes to save a child* —U.S. Fund for UNICEF  
UNICEF engages hearts and minds with its passionate focus on helping children. Who could turn down a request for a donation?

**Jobs & Workforce Development:** *All Building Starts With a Foundation* —Building Future Builders

Voters enjoyed the word play here: It adds depth of understanding without being glib.

**Religion & Spiritual Development:** *Grounded in tradition... Open to the Spirit* —Memphis Theological Seminary (MTS)

MTS conveys the two equally important halves of its values and curriculum in a way that makes you think about the connection.

#### **Other**

- *The Art of Active Aging* —EngAGE

EngAGE surprises with the imagery of active aging and the use of the term “art” to describe the way it does its work.

- *Because facts matter.* —Oregon Center for Public Policy (OCPP)

This tagline introduces the nature of OCPP's impact in Oregon and entices the reader or listener to find out more. Its value proposition—the truth—is particularly compelling at a time when facts are frequently disregarded in public debate.

### **The Nonprofit Tagline Survey**

The *Getting Attention Nonprofit Tagline Survey*, implemented December 2007 through January 2008, investigated styles, usage trends, what's working and what's not in nonprofit taglines based on data provided by 1,900 nonprofit communicators working in organizations across 11 vertical sectors and countless locations (mostly in the United States).

Participant organizations ranged from the Pulmonary Hypertension Association to the Bendigo (Australia) Figure Skating Club and the Oregon Center for Public Policy. Respondents held a variety of positions within their organizations, although marketers, fundraisers and executive directors were most strongly represented.

Survey findings including the 1,000+ nonprofit taglines submitted will be available in *The Nonprofit Tagline Report*, to be published in September.

### **For More Information on Award Winners and Survey Findings**

Download an advance copy of *The Nonprofit Tagline Report* at:

[http://www.gettingattention.org/nonprofit\\_tagline\\_report.html](http://www.gettingattention.org/nonprofit_tagline_report.html)

### **About Getting Attention/Nancy Schwartz**

The Getting Attention blog and e-newsletters ([www.gettingattention.org](http://www.gettingattention.org)) are no-charge, high-value sources of ideas, tactics, and tips for nonprofit communicators focused on helping their organizations succeed through effective marketing. Publisher and Editor Nancy Schwartz also provides nonprofit marketing services via Nancy Schwartz & Company ([www.nancyschwartz.com](http://www.nancyschwartz.com))

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