

Brand Questionnaire.

For grassroots organizers shaping voice, identity, and the work ahead.

This questionnaire is designed for We Are Next, a grassroots 501(c)(4) advocacy organization. It surfaces the strategic, cultural, and visual decisions that shape a brand built to organize, mobilize, and endure. Answer as a leadership team where possible. There are no wrong answers — only clearer ones.

ABOUT THIS DOCUMENT

- Fields are interactive — type directly into this PDF and save.
- Skip anything that doesn't apply yet. Leave a note if you're unsure.
- Expect 30–60 minutes for a thoughtful first pass.
- Use it as a working document; revisit as the organization evolves.

ORGANIZATION NAME

PRIMARY CONTACT

ROLE / TITLE

DATE COMPLETED

COMPLETED BY (TEAM MEMBERS)

01 Mission & Mandate

Why you exist, what change you're organizing toward.

In one sentence, what does your organization do?

Plain language. Imagine explaining it to someone you just met at a community meeting.

What is the change you are working to make in the world?

Think structural, not just programmatic. What does winning look like?

What issues or policy areas are central to your work?

Who or what is the opposition — explicitly or structurally?

Be honest. This shapes voice more than most founders expect.

02 Community & Constituency

The people you organize with, for, and alongside.

Who is your primary base? Describe them as specifically as you can.

Geography, lived experience, age range, identities, prior organizing history.

Who are your secondary audiences?

Donors, coalition partners, journalists, electeds, opposition-curious.

Which relationships matter most to your brand right now? (Select all that apply)

- | | |
|---------------------------------|---------------------------|
| Grassroots members / volunteers | Small-dollar donors |
| Major donors / funders | Coalition partners |
| Elected officials & staff | Press & media |
| Faith communities | Labor / unions |
| Issue-affected communities | Opposition / persuadables |

What do members get by being part of this organization that they can't get anywhere else?

How do people typically find you and get involved? Where are the friction points?

03 Voice & Positioning

How you sound when you speak, and where you sit in the landscape.

If your organization were a person at a rally, how would they speak?

Loud or measured? Lawyer or neighbor? Preacher, professor, organizer, agitator?

Which descriptors best fit your voice? (Select 3–5)

- | | | | |
|-----------|-----------|-------------|-----------|
| Urgent | Measured | Plainspoken | Defiant |
| Hopeful | Unsparing | Warm | Wry |
| Prophetic | Wonky | Combative | Communal |
| Direct | Lyrical | Pragmatic | Insistent |

What are three things your organization would NEVER say, or say that way?

Phrases, framings, or tones that are off-limits.

Name 2–3 other organizations whose brand or voice you admire — and why.

Can be inside or outside your issue area. Inside or outside (c)(4) space.

Name 1–2 organizations you do NOT want to be confused with, and what makes you different.**Complete this sentence: "We are the only organization that _____."**

04 Visual Identity

How the work should look, feel, and be recognized.

What visual mood feels right? (Select up to 4)

Bold protest poster

Hand-made / DIY

Editorial / serious

Modern civic

Folk / vernacular

Punk / zine

Sleek campaign

Field-organizing utilitarian

Faith-rooted

Labor / union-coded

Sun-belt / regional

Digital-native

Are there colors that already carry meaning in your work or community?

Coalition colors, regional palettes, colors associated with the opposition you want to avoid.

Existing visual assets — what do you already have, and what's working or not?

Logo, color, typography, photo library, social templates, signage, merch.

Where will this brand show up most often?

Yard signs, rally posters, Instagram, text banks, door hangers, press releases, the courthouse steps.

Any visual references — pull links, screenshots, or names of designers/movements you're drawn to.

05 Political & Legal Context

The conditions your brand has to survive and operate within.

What lobbying or electoral activity is part of your near-term plan?

Helps calibrate how directly political the brand should feel.

Is there a related 501(c)(3) or PAC the brand needs to live alongside or distinguish from?

Brand architecture matters here — sibling orgs, shared identity, firewalls.

Are there safety, surveillance, or member-protection considerations the brand should account for?

E.g. avoiding faces of members, secure imagery practices, language that could expose participants.

Geographic scope: hyper-local, citywide, statewide, regional, national?

And does the brand need to flex across levels?

06

Horizon

Where this brand needs to take you over the next 1–5 years.

What does the organization look like in 12 months if this brand work succeeds?

What does it look like in 5 years?

What's the single biggest brand problem this questionnaire needs to help solve?

Anything else we should know? Stories, tensions, sacred cows, recent fights, internal debates.

07

Sign-off

Who stands behind these answers.

NAME

ROLE / TITLE

DATE

A NOTE ON THIS DOCUMENT

A brand for organizing is not decoration. It's the recognizable face of an argument you're making in public — about who counts, what's possible, and whose side you're on. Answer accordingly.