

## **To be taken seriously, you need a brand**

Developing a broad and strategic approach to creating and managing your brand helps a new VOST gain trust, greater social impact and tighter organizational cohesion. Credibility is gained faster by taking a business approach, branding the VOST as part of a professional and organized group. Without leveraging the VOST brand, it would have been much harder for many new VOSTs to gain public trust, serve their missions, and stay true to their organization's values and culture. Examples can be shown.

**Primary author:** LANE, Joanna (VOSG)

**Presenter:** LANE, Joanna (VOSG)

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