

Second Chance Concept Document

2.19.20



GOAL

Our goal is to create a concept that reassures prospective donors, referrals, and other target audiences that Second Chance is a meaningful, impactful, and financially sound way to give back.

However, we need to walk a delicate balance; we don't want to call attention to the lawsuit, as many people are completely unaware of it.

Each concept is designed to be driven by donor/referral testimonials.



tone & CREATIVE DIRECTION

The first three concepts share a similar tone: Inspiring and motivational. Bold and modern. And a little defiant. The Nike/Under Armour of the deconstruction and reclamation nonprofit world. Within these concepts we are reassuring the donor, while also creating a culture of donors who share a belief in doing the right thing.

The fourth concept (Blueprint) is designed to be more direct and to the point. The focus is predominantly on reassuring the donor. It is similar in strategy to Uber's 2018/19 campaign, which was designed to reassure users of their commitment to rider safety. Less idealistic, more factual and customer-benefit focused.

Regardless of the creative direction that is chosen, each concept gives us the room to create big messaging (how you, the donor, are creating a better world) and detailed messaging (how we, Second Chance, will ensure your donation is well managed).



EXECUTION

These concepts are written from the "30,000 foot view." Preliminary ideas about how we can bring each concept to life have been provided in this document (Execution Notes). Once a concept is chosen, complete and detailed messaging—including messaging on job training, environmental stewardship, and financial incentives—will be developed.

Across all concepts, moving imagery from our workforce development and environmental stewardship efforts will work in tandem with footage/photos of our testimonial participants to visually communicate our message and our mission.



CONCEPT 1:
GOOD FOR YOU

MESSAGE

A lot of people in your shoes—they take the easy way out. They tear down, they build, they move on. They do what's right for them, instead of doing what's right.

But you're different. You know that there's a better way to do things. A way to achieve your goals without sacrificing your values.

That's where Second Chance comes in.

Our deconstruction process is designed to help you do the most good with the next chapter of your life. With your donation, you'll be doing more good for the community. More good for the environment. And more good for your family.

You're not tearing something down. You're building something bigger.

Second Chance: Good for you.



EXECUTION NOTES

CONCEPT 1: GOOD FOR YOU

The video will set the tone for the campaign, **welcoming prospective donors/referral sources into the special group of people** who understand the value of doing what's right.



1,262,718 lbs

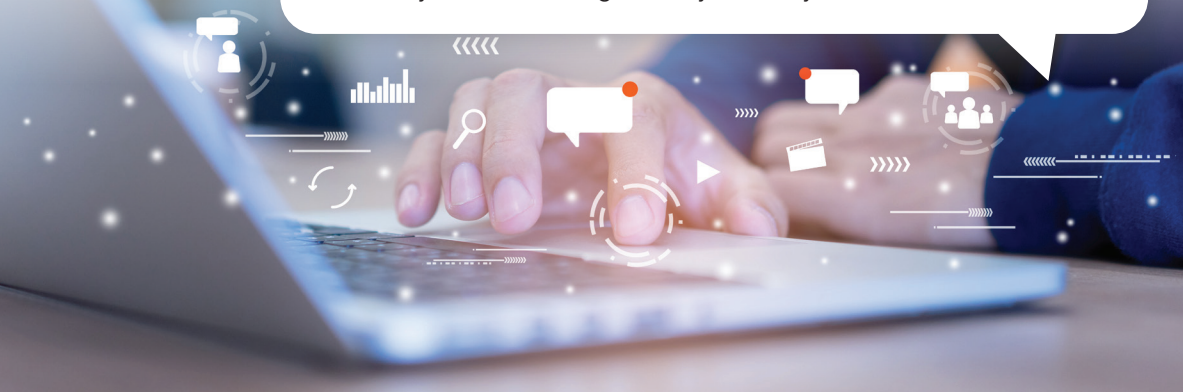
Good for you | Good for the world

Measurable data on Second Chance's job training program and environmental stewardship will be used throughout to prove that Second Chance is good for your soul and good for the world.



Second Chance can be positioned as a cheerleader throughout the process. Donors can receive "good for you" milestone trackers and congratulatory messages after completing steps in the donation process, starting at the very first conversion point (completing a landing page form).

We will use regular social media, email, and direct mail communications to **highlight all of the specific ways a donation to Second Chance is good for you and for the world at large.** For example, a dedicated push on how your donation is good for community (job training), a dedicated push on how your donation is good for your family (tax benefits), etc.



Inspiring imagery of job training graduates and Second Chance's other good works will bring the message to life.



A woman with long brown hair, wearing a white button-down shirt, is shown in a black and white photograph. She is looking upwards and to the right with a thoughtful expression, her hand resting on her chin. Behind her is a large, stylized thought bubble. The left side of the bubble is filled with white mathematical formulas and diagrams on a dark background. The right side of the bubble is filled with vibrant, multi-colored splatters in shades of red, yellow, green, blue, and purple. The background of the entire image is a dark grey wall covered in faint, white mathematical equations and geometric shapes.

CONCEPT 2:
SECOND THOUGHTS

MESSAGE

It's normal to have second thoughts about deconstructing your home.

But in our line of work, second thoughts are a good thing.

Second thoughts make us plan for our future rather than react in the moment. They compel us to innovate rather than accept the status quo. To the thinker go the spoils.

Second thoughts make us see things differently. Where other people see trash, we see triumph. When others see barriers, we see breakthroughs.

We've been told that first impressions are everything. But, at Second Chance, we know that second thoughts are where real change happens.

Second Chance: The gift of thinking ahead.



EXECUTION NOTES

CONCEPT 2: SECOND THOUGHTS

The video will set the tone for the campaign, **repositioning "second thoughts" as an essential part of Second Chance's success**—and lauding prospective donors as intelligent, innovative, and thoughtful forward thinkers.



Second Chance will be positioned as an educator and planner in a very well-thought-out process. Donors can receive **"Unexpected Benefits"** fun facts and **"Thinking Ahead"** next-steps messages after completing milestones, starting at the very first conversion point (completing a landing page form).

We will use regular social media, email, and direct mail communications to **highlight all of the ways Second Chance thinks differently**, thinks deeper, and thinks ahead to maximize the impact of every donation.

"Look Deeper" data can validate our message with clear success metrics around job training, waste minimization, etc.




"Second Thoughts" stories can profile job training grads who rethought and reshaped their lives through Second Chance; donors/builders who are rethinking the demolition process; even designers/home owners who are rethinking how to use materials found in the retail store.

Second Chance already has several videos shot in the black-and-white-to-color motif. We may be able to easily repurpose and/or fold this content into the new campaign for added cost savings.



NOTE: In this concept (and all concepts), we can use the facility's celebrated exterior art as the foundation for our campaign's look and messaging.



CONCEPT 3:
THE POWER OF RĒ

What is the power of rē?

It's the power to bring good things back to your family and to the world. It's the power you create at Second Chance.

The power of rē is the power to redefine the next chapter of your family's story.

To reclaim what was. And pay your respects to what is and what will be.

To rethink assumptions. Remove barriers. And reinvent a life.

If you want to change the world, you have to rē the change. And Second Chance is where it all starts.

Second Chance: The power of rē.



EXECUTION NOTES

CONCEPT 3: THE POWER OF RĒ

The video will set the tone for the campaign, creating a new “brand vocabulary” that **unites donors around a common mindset and vernacular**. The “rē” will be designed to create a powerful mark and make the pronunciation clear.



There is no i in rē.

We can create rallying cries to unify the movement: Rē the people. Rē the change.

As the creator of a new “vocabulary,” Second Chance can be positioned as the industry **authority/pioneer and creator of a brand community**. Donors can receive “rē” badges after completing steps in the donation process (Ready, Registered, Reviewed, Received, Relax!) starting at the very first conversion point (completing a landing page form).



REINVENT
REVITALIZE
RETHINK
THE POWER OF
RE
RETURN ON INVESTMENT
RECALCULATING
REFURBISH

We will use regular social media, email, and direct mail communications to **highlight the countless ways we define the power of rē**. Rēthink. Rēspect. Rēinvent. Rēfurbish. Rēvitalize. Rēdefine. Rēturn on Investment! The list of messaging points is virtually endless.

RELAX
RESPECT
READY RECEIVED
REGISTERED



RĒ SUCCESS STORIES



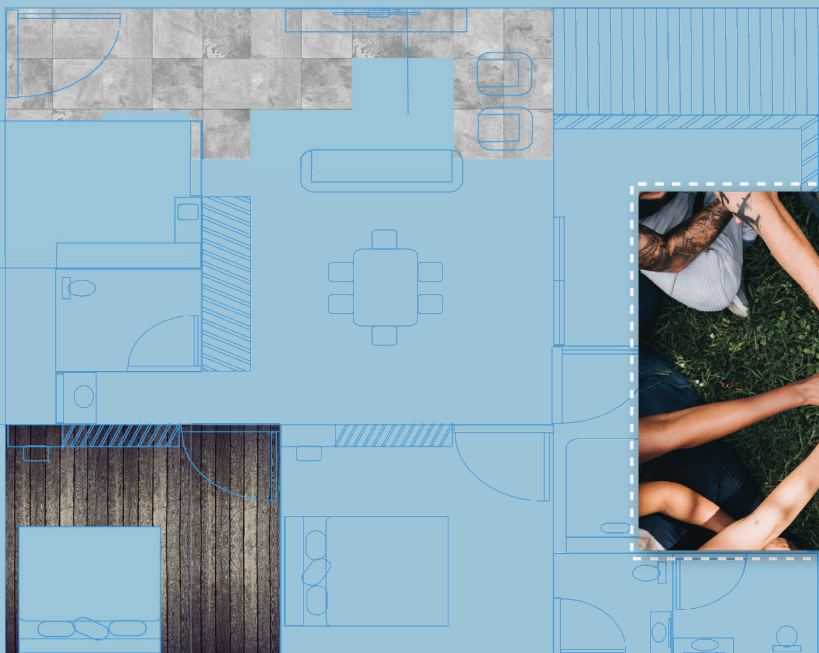
We will demonstrate the power of rē through **job training success stories** (e.g., “Antonio’s Rēinvention” testimonial) and **clear, infographic-driven data** (e.g., “Rēcalculating Your Impact” donor impact infographic)

1,293,516
LBS OF LANDFILL
WASTE DIVERTED

INFOGRAPHIC-DRIVEN DATA



CONCEPT 4: BLUEPRINT FOR A BETTER WORLD



MESSAGE

Even when you have the best intentions, deconstructing your home can feel like a daunting task.

That's why there's Second Chance—the nonprofit leader in deconstruction.

Our process is designed to make donating your home an easy—and more rewarding—experience for you and your family.

You'll get a clear blueprint for success and step-by-step guidance with our dedicated deconstruction advisors. And we'll make sure that your tax advisor and contractor have all the tools they need to maximize your benefits and expedite your project's timeline.

Because, at Second Chance, we know how important your gift is to the community. From the windows to woodbeams, your gift is going to make this world better a place. And that's something worth protecting.

Second Chance: The blueprint for a better world.



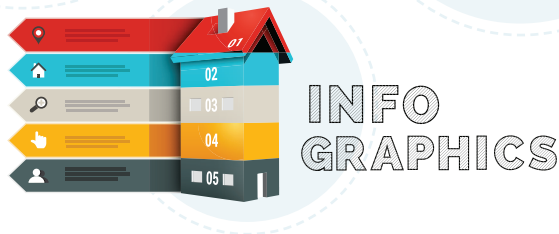
EXECUTION NOTES

CONCEPT 4: BLUEPRINT FOR A BETTER WORLD

The video will set the tone for the campaign, **establishing Second Chance as an easy, proven, and step-by-step method to making a difference.**



Second Chance will be positioned as the knowledgeable guide who navigates you through the process. Each step in the sales process will include clear and simple next steps, checklists, and/or tools (e.g., 4 Tips for Talking to Your Tax Advisor), starting at the very first conversion point (completing a landing page form).



We will use regular social media, email, and direct mail communications to showcase the **simplicity of the process**, with step-by-step guides and infographics, donor toolkits, etc.



We can showcase **Second Chance's workforce development and green missions** by creating "The Blueprint for Changing Lives" and "The Blueprint for Protecting Our Environment" guides.

These guides will provide an overview of the initiative along with success stories, data, explanatory infographics, and more. The Blueprints can be repurposed across multiple media: individual sales sheets, web pages, PowerPoint sales pitches, etc.

NOTE: While this concept is method- and tool-driven, we envision creating donor-friendly tools for all 4 concepts.