

Discussion "Highlights" from Wed, June 3, 2015

1. What We Stand For

our brand essence, purpose, or "why"

- Support
- Fellowship & Brotherhood
 - Based on common values, experiences, and shared beliefs
- To engage young men in faith
- Deepen our own faith; come to know God better
- Set an example of "a living faith"

2. What We Believe In

our defining values [not > beliefs about faith, etc]

- Faith is a group effort
 - Learning and striving together
- Intellectual exploration of scripture and faith
 - Multi-faceted: discussion, scripture, service
- Willing to challenge and be challenged
 - Accountability, by way of Loyalty to self and each other
 - (Not > judging)
- Looking for the positive and seeing opportunities
 - (Not > complaining about problems)

3. What People We Seek to Engage

our target audience

- Catholic
 - Clarification: Open to young men of other faiths, assuming all other conditions below.
 - Conditioned upon "just exploration; no evangelization" (in either direction).
- Men
- "Young Adult"
 - Young = 'stage of life' + Adult = 'mature'
 - (Not > age)
- Intellectual
- "Seeking"
 - (Not > all-knowing, already figured this out)
- Willing to get here (Waukesha) at this time (currently Wed @ 7:30pm)

4. What Distinguishes Us

our key differentiators (vs. other similar groups)

- More than just the Bible
 - Scripture, catechism, experience, other sources, service, thinking and discussing
- More than just "studying"
 - Personal – relationships, fellowship (we know about each other's lives)
 - Social also (more than just the weekly meeting; more than just faith)
- Our "demographic focus" (see: #3)
- Informal / casual atmosphere
 - Location matters: a home (or restaurant), not a parish building
 - Invited, not obligated

5. What We Offer

our overarching experience, incl. emotions

- Fulfilled
 - Full of joy | Well-fed
- Perspective and Direction
- Challenged and Supported
 - In a good way = uncomfortable with current state; motivated to change
 - Empowered | Responsible | Humbled
- Comfortable
 - Acceptance | Trust | Belonging | Familiar | Fun
- Resonating experiences
 - "It lingers" | "The Ah-Ha Moment"
- Community and Network
 - (see: #3, #4)

6. What We Say and Show

our name, messaging, and logo

- Name:
 - *What is the brand name on our package or brochure?*
- Messaging:
 - *What is our tag line? What is our motto?*
- Logo:
 - *What images / icons / fonts / styles represent our brand?*