



FOR THE LIFE OF YOUR BUSINESS

Brand Guide

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EXECUTIVE SUMMARY

Simply, the SCORE brand is what people think about us – the impressions when seeing our logo, hearing our name or experiencing our services. As a contemporary organization we recognize the value in keeping pace with the times. These identity guidelines have been developed and refined to help implement the corporate identity across print, web and presentation media. Consistent implementation is crucial to the success of the SCORE brand.

Clear and consistent messaging across all marketing methodologies and channels is vital to building effective brand awareness. This brand guide demonstrates how to talk about and represent SCORE as accurately and effectively as possible in order to make the most impact with our clients and other stakeholders.

To build a great brand we need to:

- Clearly communicate the value we bring to our clients and
- Be consistent in all we say, show and do. Consistency shapes perceptions, eliminates confusion and thereby helps us with brand awareness.

The purpose of this document is to help you clearly and consistently represent the SCORE brand. This guide includes things like SCORE's Elevator Pitch, Value Proposition, Target Clients, Voice and Tone Guidelines, and SCORE Brand 101 when creating marketing materials for SCORE.

SCORE'S MISSION, VISION, AND VALUES

Our Mission:

Foster vibrant small business communities through mentoring and education.

Our Vision:

Every person has the support necessary to thrive as a small business owner.

Our Values

Clients Matter: Our clients' success is our success.

Small Business Matters: Small business is the engine of our national economy through business formation, job creation and wealth building. Small businesses and their support are critical to vibrant communities in our society.

Giving Back Matters: We give volunteers, stakeholders and sponsors the ability to give back to communities through their support of SCORE. Successful small business owners understand the importance of giving back to their communities.

Volunteers Matter: SCORE is volunteer business people helping small business people solve business problems. Volunteers give freely of their time, energy and knowledge to help others. SCORE volunteers donate over 1 million hours of their time each year to support their communities.

Experience Matters: A client's experience matters – the truest measure of our mission and our service – we ensure that our clients have a positive experience. A volunteer's experience matters – their relevant knowledge, wisdom and experience serve our clients through mentorship and education. A volunteer's experience with SCORE matters – we ensure that volunteers find value and satisfaction while engaged with SCORE.

Relationships Matter: In relationships, we act with integrity, respect, honesty, purpose, and professionalism. We listen with an open mind, encourage and openly communicate with all people seeking help from SCORE. Personal, long-term relationships are a driver of small business success. Community alliances are critical to the success of SCORE.

Diversity Matters: We believe in the importance, value and power of diversity – diversity of people and diversity of thought. The diversity of race, gender, ethnicity, geography, and experience is important and valuable in SCORE. We strive to achieve diversity of our volunteer corps, staff, board and clients.

Lifelong Learning Matters: We believe that small business owners who are lifetime learners adapt to change more readily and are more successful. Volunteers as lifelong learners remain relevant, achieve personal satisfaction and growth.

BRAND OVERVIEW

Introduction: What is the SCORE brand and why does it matter?

The SCORE brand encompasses what impressions people have when they think about the organization or see and hear the name “SCORE.” For more than 50 years, SCORE has served as America’s premier source of confidential business mentoring and education. Through a nationwide network of more than 300 chapters and 10,000 volunteers, SCORE helps small business to start up, grow, and achieve their goals. In turn, this creates tens of thousands of new businesses and jobs annually, improving the economic health of our local communities and the nation.

SCORE volunteers are the lifeblood of the SCORE brand, and their efforts must be driven by the needs and wants of our clients, as well as SCORE’s officially-stated “Mission, Vision and Values.” Each conversation, piece of correspondence or marketing effort is an opportunity to strengthen the impression that SCORE provides to its audiences. Consistency in how we promote and talk about SCORE is key in building effective brand awareness.

Brand Value

What makes SCORE unique? SCORE defines its success through our clients’ success. We measure that through the creation of small businesses and small business growth in revenue and employees. We also measure that by asking our clients “Did SCORE help you?” We help business owners through mentoring and education.

How does SCORE compete in our industry?

Funded by the U.S. Government (as a resource partner of the U.S. Small Business Administration (SBA)), SCORE mentoring is always free, and our educational services are free or low cost.

SCORE offers unbiased advice. Our mentors freely give of their time and talent to help business owners. SCORE is the largest volunteer mentoring network in the U.S.

BRAND ATTRIBUTES

How do clients describe us?

Brand Attributes are the functional and emotional associations assigned to SCORE by its clients. They are the basic elements for establishing a brand identity. SCORE research shows that client and prospect groups consistently matched the following attributes with SCORE:



The above list of ideal mentor attributes (from the BAV list of 48 Image Attributes) was chosen and validated with small business owners. <https://www.bavgroup.com/brands-culture/understated-value-brand-boards>

BRAND DELIVERY

Elevator Pitch

An elevator pitch is a short statement that defines who you work with and how you help them. It should be short (10-60 seconds) and have an emotional pull that gets people's attention. You can make this elevator pitch your own by adding your personal example of a client success.

Client Elevator Pitch: Why Clients Use SCORE?

As a SCORE client, you are not alone on your business journey. You will gain the confidence to go after your dreams and achieve peace of mind, knowing you are in good hands. With SCORE, it's all about you and your business success!

- *Feel free to make this your own voice, but stick to the key points. You are not alone on this journey. It is all about your business success. This might look like:*

"Starting a business is exciting, but can also be overwhelming. And staying in business means you're faced with many new challenges, growing pains and sometimes threats. As a SCORE client, your business success is our focus and you are not alone on your journey."

Volunteer Elevator Pitch: Why Volunteer at SCORE?

As a SCORE volunteer, you are an integral part of the nation's largest network of volunteer mentors. Your knowledge and guidance strengthen the fabric of local communities by helping small businesses thrive. You make a difference in the lives of your clients.

- *Feel free to make this your own voice, but stick to the key points. SCORE is the nation's largest network of volunteer mentors. SCORE mentors make a difference for small businesses in local communities. This might look like:*

"As a SCORE volunteer, I'm part of the nation's largest network of volunteer business mentors. I'm proud to give back to my community by sharing my knowledge and experience with entrepreneurs who are pursuing their dreams of small business success."

TALKING ABOUT SCORE

SCORE can briefly be described as “Mentors to America’s Small Businesses” or “the nation’s largest network of volunteer, expert business mentors.”

At greater length, SCORE can be described using the following facts:

- SCORE is the nation’s largest network of volunteer, expert business mentors.
- We have 10,000 volunteers across the nation who provide free business mentoring and free or low-cost business education to hundreds of thousands clients each year.
- We also have hundreds of free educational resources available online at www.score.org.
- Why is everything free? We are primarily federally funded.

Boilerplate Language (for describing SCORE in written or printed materials)

Since 1964, SCORE has helped more than 11 million aspiring entrepreneurs. Each year, SCORE’s 10,000 volunteer business experts provide hundreds of thousands of free small business mentoring sessions, workshops and educational services to clients in 300 chapters nationwide. In 2017, SCORE volunteers provided 3.6+ million hours to help create more than 54,000 small businesses and 116,000 full-time, part-time and contractor jobs.

VALUE PROPOSITION

Value Propositions clearly state the tangible results a business owner gets from using SCORE. The following value propositions were modified and confirmed by focus groups of start-ups and in-business owners.

Startup Business Value Proposition

SUCCESSFULLY NAVIGATE THE BUSINESS START-UP PROCESS: If you have an idea for a business, SCORE, a resource partner of the SBA, can help. With SCORE’s free, personalized, and actionable guidance, you can successfully navigate the business startup process. You can rely on SCORE’s connected network of volunteer business mentors and resources to help get you and your business on the right track.

In-Business Value Proposition

ACHIEVE YOUR BUSINESS SUCCESS: SCORE’s team of volunteers mentor, motivate and guide you along your chosen path and support effective decision making for your business. You can rely on SCORE’s in-depth business experience and connected network of relationships to support your needs and help your business thrive.

TARGET CLIENTS

Who Do We Serve? SCORE serves all business owners:

- at all stages of the business life cycle: pre-start, start-up (first year), in business and closing
- from all demographics (age, race, gender, ethnicity, veteran status and disabilities)
- from all educational backgrounds and across all industries

SCORE serves the “true” small business owner, and/or the person with a dream and skill set who wants to create a business and needs help with business models, advice and connection to resources.

SCORE is proud to serve more than 350,000 clients annually through mentoring, workshops and educational programming. Our clients are men and women of all ages, with diverse ethnicities. They come from all across the country, and own small businesses in many different industries. Roughly one-third are still in the idea stage, with another third in the start-up stage, and a final third already in operation.

Every year, SCORE conducts a client engagement survey to gain insights and understanding about the clients we serve. A demographic description of our clients based on SCORE’s 2017 Client Engagement Survey administered by PricewaterhouseCoopers is below:

SCORE Clients Are:

56% Female	42% Male	35% Minority 11% Veteran
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Business Stage:

32%	28%	37%	2%
Thinking of starting a business	In process of starting a business	Currently in operation	Transitioning/ planning to transition out of business

Industries:

35%	Professional Services
18%	Sales
7%	Hospitality Services
7%	Skilled Trade Services
6%	Technology/Information Systems/ Telecommunications
6%	Manufacturing/Engineering
2%	Transportation Services
1%	Agriculture/Farming/Ranching
18%	Not Applicable

Extensive audience analysis performed by the SCORE Futures Committee has identified and prioritized the highest priority needs shared by SCORE clients. They are:

Mentoring

- Readily accessible and personalized advice and guidance related to ongoing small business challenges (getting to the right resources)
- A roadmap that lays out the mentoring process and the roles and responsibilities within that process so that clients have clear expectations

Education

- Functionally specific knowledge and expertise (eg, Finance, Marketing)
- Having exposure to and developing an understanding of business issues and trends that could impact their business
- Understanding the financial requirements to execute on their business strategy

Emotional Experience

- Work/life balance related to small business ownership and their customers' expectations
- Connectivity at multiple levels because clients don't have the resources or the knowledge to do it all. They need a strong network to provide support.
- Moral support for times when things are going well, and times when things are not going so well

VOICE AND TONE

The voice and tone used in marketing materials and official correspondence are an important reflection of the SCORE brand. In a very real sense, SCORE's voice and tone create our brand in the eyes and ears of our clients and partners. So what exactly is voice and tone?

Voice: SCORE's voice is that of a mentor. It is wise with experience and expertise. It knows that most SCORE clients do not come from a business background, so the voice is always educational without being "dumbed down" or condescending. SCORE's voice is one of a confidant, a cheerleader and an accountability partner (taskmaster).

Tone: SCORE's tone varies depending on the communication medium and the reader/viewer's point of view. Here SCORE has many contributors reflecting the diversity and depth of knowledge of SCORE. In general, use the active voice. Avoid slang and jargon, write in plain English, and use positive language.

A complete guide to SCORE Voice and Tone can be found in the Appendix on page 30.

SCORE BRAND 101

The SCORE Name

The organization's name should always be rendered in upper case, even in body copy. SCORE is no longer an acronym, and neither spaces, periods (".") nor asterisks (*) should be used to separate the letters in the name.

General Guidelines

The SCORE identity and logo must not be altered or modified in any way.

- Do not refer to SCORE as the Service Corps of Retired Executives. This is no longer correct, and we do not use it in any materials. If people ask what SCORE stands for, the standard answer should be: SCORE is the name of our organization. It does not stand for anything today. When we were founded (over 50 years ago), it stood for the Service Corps of Retired Executives, but it has since changed to reflect our diverse volunteer base of both current and retired executives and entrepreneurs.
- The proper terminology for your chapter is: "SCORE [Your Chapter Name]," and not vice-versa.
- Do not refer to SCORE externally as "the best kept secret" – it is counterproductive. Instead, we talk about who we are, the impact we have (reference the Client Impact document on in the appendix, pages 36-37), and how we are working every day to serve more entrepreneurs.
- Do not include political or religious commentary in your conversations with clients, email signature, or any other official SCORE materials. We are a neutral, professional organization that serves every American who dreams of becoming an entrepreneur, or of growing their business.
- The SCORE identity must not be altered, redrawn or modified in any way.
 - Do not reposition, replace or recreate any of the elements
 - Do not apply the identity to a background color, texture or pattern lacking sufficient contrast for clear legibility
 - Do not violate the clear space requirements

Only authorized versions of the SCORE identity should be used for reproduction in any media application.

SCORE has a registered trademark.

The (R) symbol should be used in conjunction with all logos.

THE SCORE LOGO

The preferred use of the SCORE logo is in SCORE Blue (PMS 2945C, PMS300U or Hex #006EB7) on white or light background.



The approved blues for SCORE are:
PMS 2945C
PMS 300U
Hex #006EB7 (web)



When applying the SCORE logo on a black background, the logo should be printed in white.



When printing in black and white, the alternative version of the logo is to print the logo in black.

Note that SCORE logos should always be accompanied with the Registered Trademark ® and NEVER the old TM symbol.

The Headquarters logo kit is available here:
<https://score.box.com/s/hwarq25cvu3p63ibl8qxnpr3mtphzyvl>

Chapter specific logos are available for use here:
<https://score.box.com/s/g3meu44rey5hqswrvqdb9pvzqoz4iypu>

LOGO USAGE – TAGLINE/NO TAGLINE

- Use the tagline only in the position and proportion shown here. Do not reposition it. If your design does not accommodate the tagline in this position, use the logo without the tagline.
- Do not separate the logo from the tagline or run the tagline independently, unless it's in body copy. The tagline should not be use independently as a heading, headline or design element.
- If following these rules renders the tagline difficult to read, omit the tagline.



CLEAR SPACE

Clear space requirements are provided to preserve the integrity of the SCORE identity. Clear space refers to the area immediately surrounding the logo, which must be clear of visually competing graphics. The cap-height of the letterforms in the identity provides the basic unit (X-measurement) of the proportional system in determining the clear space area.



INAPPROPRIATE LOGO USAGE

Never alter, modify or use substitutions for the SCORE logo.
Below are examples of what NOT to do.



Don't change the color.



Don't change the placement of tagline, don't remove the ® mark, and don't modify the elements.



Don't stretch or warp the logo, and never replace the fonts used in the logo.

SBA MENTIONS

All materials developed by chapters produced in whole or in part with SBA funds must include the SBA logo and the following disclaimer in legible print:

“Funded [in part] through a Cooperative Agreement with the U.S. Small Business Administration.”

For purposes of this requirement, the term “materials” includes, but is not limited to, press releases, brochures, pamphlets, handouts, reports, advertisements, books, curricula, websites, video or audio productions, and similar items regardless of the medium employed. The term “materials” does not include stationery or business cards and SBA’s logo may not be used on such items. Where the SCORE Association uses Project Funds to produce materials featuring editorial content, the SCORE Association must use the following alternate acknowledgment of support statement (either independently or in conjunction with the SBA logo):

“Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA”

Under NO CIRCUMSTANCES may the SBA logo or acknowledgment of support statement appear on items used in conjunction with fundraising, lobbying, or the express or implied endorsement of any goods, series, entity, or individual. Additionally you may not use the SBA logo on any social media sites or services without obtaining prior approval from SBA.

Your chapter may collaborate with SBA and other current SBA grant recipients in co-hosting activities. SBA’s logo may be used in conjunction with such co-hosted activities. However, where a proposed activity includes contributors, co-hosts, or co-sponsors that are not current SBA grant recipients the SCORE chapter must work with the SBA to execute a separate written cosponsorship agreement.

Effective with the date of this Notice, the “Powered by SBA” logo is the only logo authorized for use by SCORE, Small Business Development Centers, and Women’s Business Centers to meet their cooperative agreement with SBA. As a reminder, the advertisement of SCORE, Small Business Development Centers, and Women’s Business Centers relationship with SBA, including the use of this decal and “Powered by SBA” logo, is outlined in Resource Partner cooperative agreements and terms and conditions.

SBA LOGOS CAN BE DOWNLOADED HERE:
<https://score.box.com/s/gmyryv9h6j6s3kes1c518ill3bsbsy0q>



SCORE COLORS

The SCORE color pallet has been carefully chosen to present a consistent, welcoming and memorable brand look. Please utilize these colors when creating your marketing communications.

PRIMARY BRAND COLORS



Coated:
PMS 2945C
Uncoated:
PMS 300U
CMYK: 89-55-0-0
Hex: #006EB7
RGB: 0-110-183



Coated:
PMS Process Blue C
Uncoated:
PMS Process Blue U
CMYK: 81-37-0-0
Hex: #0F87C9
RGB: 15-135-201



Coated:
White
Uncoated:
White
CMYK: 0-0-0-0
Hex: #FFFFFF
RGB: 255-255-255



Coated:
PMS 386C
Uncoated:
PMS 376U
CMYK: 64-18-100-3
Hex: #6A9F42
RGB: 106-159-66

ACCENT COLORS



Coated:
PMS 386C
Uncoated:
PMS 376U
CMYK: 64-18-100-3
Hex: #6A9F42
RGB: 106-159-66



Coated:
PMS 122C
Uncoated:
PMS 114U
CMYK: 1-16-100-0
Hex: #FFD200
RGB: 225-210-0



Coated:
PMS 7455C
Uncoated:
PMS 293U
CMYK: 93-73-21-6
Hex: #265288
RGB: 38-82-136

SECONDARY & TEXT COLORS



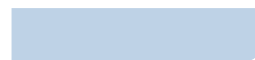
Coated:
PMS 7455C
Uncoated:
PMS 293U
CMYK: 93-73-21-6
Hex: #265288
RGB: 38-82-136



Coated:
PMS Warm Grey 11C
Uncoated:
PMS 7533U
CMYK: 56-60-92-59
Hex: #423616
RGB: 66-54-22



Coated:
PMS 425C
Uncoated:
PMS 426U
CMYK: 67-60-57-41
Hex: #464648
RGB: 70-70-72



Coated:
PMS 2717C
Uncoated:
PMS 2717U
CMYK: 24-10-3-0
Hex: #BCD2E6
RGB: 188-210-230

TYPOGRAPHY

The SCORE logo uses Gotham Bold which has been skewed slightly. The tagline uses Gotham Rounded Medium which has been skewed slightly.

Typeface Used in Print and Web Applications: **Gil Sans MT**

Typeface Used for Headlines: *Gil Sans MT Italic*

Use of SCORE Helping Hand Image

The SCORE “helping hand” has been designed to function as an integral part of the logo. It is not to be used separately from the logo mark.



PHOTOGRAPHIC IMAGES

When selecting photographic images to use in any SCORE materials, make sure they clearly represent our brand values:

- We are people-focused —business owners trust us, our counselors are proud of their affiliation with us, and our stakeholders have confidence in our ability to accomplish our mission.
- We are inclusive —the American dream is for all Americans, and SCORE is proud to serve clients of any age, race, sex, religion and geographic background.
- We are business-oriented while remaining public-spirited.
- Our working style is helpful, optimistic, and accessible.
- We are a contemporary organization, neither self-consciously modern nor conservative.
- We are successful—confident but not boastful.
- We are active—we provide momentum and energy.

Please follow the guidelines below for deciding on the aesthetic qualities of SCORE photographic images.

USE images which meet these criteria:

- Documentary style and subtle color palette
- Shallow depth of field and normal camera angle

AVOID photographic images which are:

- Obviously posed or digitally manipulated
- Combined from various sources
- Photographed with exaggerated camera angles
- Rely on the use of bright / primary colors
- Silhouetted or humorous
- Illustrations

Examples of GOOD images:



Examples of images to avoid:



WEBSITES

All chapters must maintain the chapter website provided as part of SCORE. Each chapter website must meet the minimum required contents, per the SCORE Chapter Marketing Guide.

- Effective October 1, 2016, chapters cannot create any new independent websites.
- All legacy local websites must meet the minimum required contents and brand guidelines as outlined in the SCORE Chapter Marketing Guide.
- Effective October 1, 2016, SCORE Headquarters will NOT reimburse a chapter for any expenses associated with the operation or maintenance of their legacy local website.

Website Branding Cautions:

- Refrain from featuring any colors outside out branding scheme (primarily blue and green)
- Images should be professional, action oriented photos (see Style Guide section)
- Utilize the www.SCORE.org template layout
 - Block breaking or changing location leads to an inconsistent tone
 - Subtle things matter. For example, check out the below examples and how it can drive a negative emotional response for the brand:



- Highlight local content, and personalize the chapter page while staying within the brand. Some of the ways you can personalize your chapter site include:
 - Articles
 - Blogs
 - Local Events
 - Templates & Tools
 - Success Stories
 - Webpages custom to your chapter (i.e. About Us)
 - Pictures of your mentors and clients (who have signed a release form)

Content Tip:

When adding new content to your site it is recommended that you review every field in every tab and fill out the page as completely as possible. Refer to help.score.org/knowledgebase for specific guidelines on chapter websites, Google Analytics and search engine optimization information, email mentoring and email account guidelines, and the Volunteer Center.

SUCCESS STORIES

Client success stories are an important and convincing way to showcase SCORE's effectiveness in mentoring to potential clients and volunteers. These stories are used on both the Headquarters' and local chapter websites, and can be submitted here: <https://www.score.org/submit-success-story>.

Anyone can submit a success story, and they will be guided through the storytelling process with the following questions:

- What specific challenges/concerns prompted you to seek business mentoring from SCORE?
For example, were you uncertain how to get your business started? Were you facing difficulties in growing your business? Did you want a second expert opinion on a specific topic? Etc.
- What topics did you discuss with your mentor?
For example buying/selling the business, customer service, taxes, technology, etc.
- What business stage were you in when you connected with a mentor?
In business, pre-start, etc.
- What industry is your business/organization in?
For example retail, consulting, education, arts, manufacturing, etc.
- What makes your experience with SCORE and your SCORE mentor outstanding.

Where will the stories go?

- Social media campaigns
- Mentor Mondays
- Volunteer & Chapter Spotlights
- Email and website features
- Small business public relations requests

What is the benefit?

- Mentor testimonials (See example on this volunteer's profile: <https://www.score.org/mentors/becky-w-bywater>)
- Free marketing for your clients
- Ways for us, and your clients, to say thank you!

For assistance in editing your chapter sites, please reference <http://help.score.org>

CONSTANT CONTACT

Each SCORE chapter has their own free Constant Contact account, for use in sending newsletters to clients, hosting workshops and facilitate client satisfaction or interest surveys. Constant Contact offers an array of free trainings, resources and metrics to help you make the most of your account.

Email Templates

Within your Constant Contact account, you will notice several SCORE templates that are available for use. Using the existing templates will save you time and help maintain SCORE branding standards.

Every month, SCORE Headquarters puts an updated Biz Success Tips newsletter template directly into the chapter accounts. The newsletter template contains nationally-appealing content such as webinars and online resources, as well as editable content blocks for the addition of local chapter content. You are encouraged to customize these emails and send as you see most appropriate for your locality!



EMAIL SIGNATURES

Many SCORE mentors use email to connect with their clients, making each email a potential opportunity to showcase each mentor's professionalism and expertise. A common email signature across all mentors is an important element of presenting brand consistency.

Sample email signature:

[YOUR NAME] Jane Smith

[YOUR ROLE] SCORE Volunteer

[YOUR CHAPTER] SCORE Northeast Mississippi

[SCORE TAGLINE] SCORE – For the Life of Your Business

[CHAPTER WEBSITE] <https://nems.score.org/>

[CHAPTER PHONE NUMBER] Phone: (662) 988-3375

[CHAPTER NEWSLETTER SIGNUP LINK]

Sign up for our Newsletters:

<http://bit.ly/scorementors-subscribe>

[CHAPTER/HEADQUARTERS SOCIAL MEDIA LINKS]

Connect with us:

<https://www.facebook.com/SCOREMentors>

<https://www.twitter.com/scorementors>

<https://www.linkedin.com/company/score-mentors>

<https://www.youtube.com/scoresmallbusiness>

SOCIAL MEDIA CHANNELS

For extensive how-to guides, online assets and more, visit:
<https://score.box.com/s/titvk00ddmmdl3p9bzihl82lfzayaxh>

Branding

Remember SCORE's overall brand guidelines, which also apply to social media pages:

- All SCORE logos should have the Registered Trademark ® – not TM
- SCORE should always be written in all capital letters
- Do not put “.” After each letter (NOT S.C.O.R.E)
- Local naming conventions should always follow “SCORE [Chapter name]” where SCORE is first in the sequence



Images

Please refer to the general SCORE image guidelines above, which also apply to social media pages. Size requirements for profile and cover photos for each channel tend to change each year, so remember to check the channel's guidelines for current specifications. Banner images we recommend choosing from can be found here:

<https://score.box.com/s/lz68d2x6uvzb5i5gq62liunczlrky5a9>

FACEBOOK



Page name:

The proper format for a chapter Facebook page name is [www.facebook.com/SCORE\[city\]*](https://www.facebook.com/SCORE[city]*):

<https://www.facebook.com/SCOREPhiladelphia>

OR

SCORE Mentors, Chapter Name:

<https://www.facebook.com/SCORETreasureCoast/>

It's also important to link to the SCORE main site. By connecting all of the SCORE pages we are able to share and redirect national user traffic to the appropriate local chapter. It also further emphasizes the vast size of the SCORE.

*This set-up is for chapters that are named after their primary service city and can therefore link as a location to the SCORE Headquarters Facebook page.

TWITTER



Page name:

The proper naming format for a chapter Twitter page is SCORE Mentors [Chapter Name]

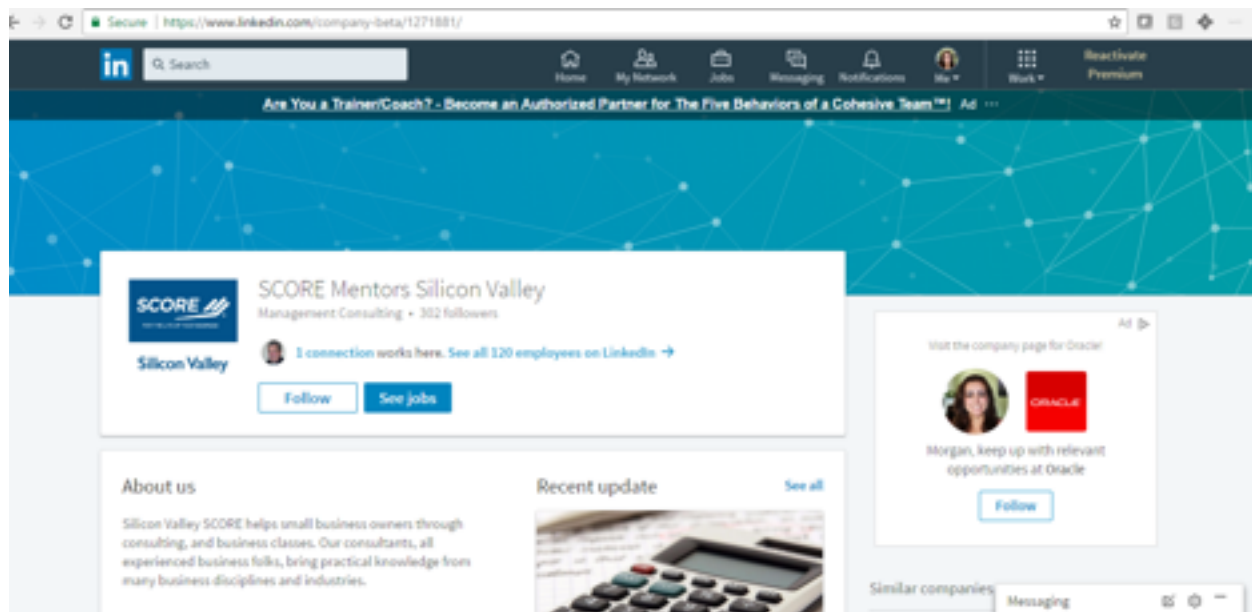
Note: if name is too long for Twitter's character limit then 'Mentors' will be removed.

You can use the same banner images as Facebook. Find them at:

<https://score.box.com/s/lz68d2x6uvzb5i5gq62liunczlrky5a9>

Chapter example: <https://twitter.com/SCOREFoxValley>

LINKEDIN



Showcase pages are niche pages stemming from a central company page (the SCORE Headquarters page).

The proper setup of a LinkedIn showcase page is:

SCORE Mentors [Chapter Name]

Specialties: Free Small Business Mentoring, Business Workshops, and Startup Assistance

Industry: Professional Training & Coaching

Type: Nonprofit

Chapter example: <http://www.linkedin.com/company/silicon-valley-score>

GOOGLE+



SCORE Mentors

Do not include the chapter name. Google automatically identifies it based on your location, but will not tie in to our account if you put anything other than 'SCORE Mentors.'

You can use the same banner images as Facebook. Find them at:
<https://score.box.com/s/lz68d2x6uvzb5i5gq62liunczlrky5a9>

Example: <https://plus.google.com/b/101737205416974813251/101737205416974813251>

INSTAGRAM

User Name: score_chaptername

Your username is the @name you use and how you will be recognized on Instagram. This is all lowercase and one word, so this is the ONE circumstance where “SCORE” has to be written in lower case.(unless you use a dot or underscore to separate names/words).

Name: Your name is the name that is bolded in your bio. This can have capital letters, symbols, spaces, and other simple formatting. Here, you can use your normal chapter name.

Description: America’s premier source of free, confidential business education and mentoring.
[Your website URL]

GOOGLE BUSINESS & OTHER DIRECTORIES

User Name: SCORE Mentors [Chapter Name]

Updated to reflect current chapter location, hours, and websites

Business Type: Business Management Consultant, Non profit

APPENDIX

Our **volunteers are the lifeblood of our organization**, but their efforts must be **driven first by the needs and wants of our clients** and then by the unified Values, Mission and Vision of SCORE.

The SCORE identity was developed to represent and support our organization's brand values:

- We are people-focused—business owners trust us and our mentors to help them accomplish their business goals and dreams
- We are business-oriented while remaining public-spirited
- Our working style is helpful, optimistic, and accessible
- We are a contemporary organization, keeping pace with the times. These identity guidelines have been developed to help implement the corporate identity across print, web and presentation media. Consistent implementation is crucial to the success of the SCORE brand.

Voice and Tone Guide (for additional points on SCORE's Voice and Tone, visit page 10)

WEBPAGES (INCLUDES ARTICLES, GUIDES, TEMPLATES)		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • Phew! I don't have to go it alone! These guys at SCORE know their stuff. • They have a lot of free, helpful information • I can learn a lot. Great educational content. This is better than any business book. • They answer all my questions. I can get everything I need here. 	<ul style="list-style-type: none"> • Informed, empowered for next step; want more (intelligent curiosity); reassured 	<ul style="list-style-type: none"> • Not overwhelming • Easy to understand and follow • Consistent and straightforward look and feel • Helpful but not assuming background knowledge • Educational and informative not academic • Scan-able with bullet points • Few pdfs or have summary included • Relevant, up to date • Original, unique, thought-provoking • Simple, concise, informal writing • Strong, simple headlines with keywords • Use second person • Multiple formats and lengths • Include hyperlinks • Website is another mentor/teacher/guide • Trustworthy; Unbiased and no sales pitch
<p>Always keep in mind that SCORE's tone varies depending on the communication medium and the reader/viewer's point of view.</p>		

BLOG ARTICLES		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • This author really knows their stuff. I got the advice I was looking for. These guys understand me and my needs. 	<ul style="list-style-type: none"> • SCORE has many voices. I can find someone that can speak to my situation specifically. I can have multiple mentors. 	<ul style="list-style-type: none"> • Personality; From an actual person • Different focuses • Different voices (photos) and perspective • Inclusive and not condescending • No use of swear words • Personal experience • Professional, someone who's been there • Could be seen as another mentor • Encouraging • Credible/trustworthy/accurate • Conversational tone • Inspiring • Energetic, they want to help • Selfless not self-promotional

TEMPLATES AND TOOLS		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • My work has been simplified; I trust these templates to help me make decisions for my business 	<ul style="list-style-type: none"> • Relieved, helped, confident 	<ul style="list-style-type: none"> • Provide thorough information; reference mentors/chapters whenever possible; link to successes • Have best in class for each template

Email/Online Tips

NEWSLETTERS		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • I want to take action for next step. • This is bite size information that I don't have to comb the web for. 	<ul style="list-style-type: none"> • Inspired and motivated to action; intrigued and engaged; interest/curiosity piqued; personable, engaging; never confusing; intelligent but accessible 	<ul style="list-style-type: none"> • Subject lines that get attention (can get more fun and creative) • Serve up content more tailored to reader • Structure is consistent but content varies • A cross between the NY Times / USA Today and INC. The inside of eNews and other newsletters directly reflects the content from SCORE site. Usually at least one image per article. Short and concise, leaving reader to want to engage via SCORE services.

WORKSHOP INVITATIONS		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • Neat! I can learn something new and / or continue my learning by tuning into a free presentation. SCORE keeps me informed about each presentation coming up. Nice friendly reminders. 	<ul style="list-style-type: none"> • Hungry. Excited. Happy. Motivated. Surprised. Organized. Ready. 	<ul style="list-style-type: none"> • Like other emails, this should use short and concise descriptions with at least one image per block. The goal is to drive to a workshop. Reflects SCORE Content. Subject Lines can vary for attention. • Like a sushi conveyer belt. There are tons of quality workshops to choose from and they are eclectic.

ONBOARDING CLIENT EMAILS		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • I had no idea SCORE has all of these resources. I can't wait to try each one. 	<ul style="list-style-type: none"> • Impressed. Interested. Eager. Surprised. Curious. Ready to be part of something. 	<ul style="list-style-type: none"> • Think about how you would like to be greeted. These mailings are potentially a first impression. • Like a brochure to a club you've just joined, but the club is free and every available resource compliments each other.

EVENT INVITATIONS		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • I didn't know this was going on at this date and it's tied to SCORE too! 	<ul style="list-style-type: none"> • Interested. Excited. Informed and ready. Organized. Impressed 	<ul style="list-style-type: none"> • The content should have the same voice as all of the other SCORE emails mixed with the tonality of copy that our partners send over for these events. • Like a VIP invitation to something that a person wouldn't hear about if they weren't part of a club.

MENTORING PROFILES		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • I can find the answer to my question from these experienced and knowledgeable experts. • "I am not alone" 	<ul style="list-style-type: none"> • Excited to work with mentor 	<ul style="list-style-type: none"> • Share your expertise in a narrative that focuses on helping the client. Use keywords that reflect the mentoring requests you want to receive. • Especially industry

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SOCIAL MEDIA		
Clients Say:	Clients Feel:	Tips for Creators
Facebook		
<ul style="list-style-type: none"> • Thank you for caring. • Wow, they do incredible work for their clients. • That looks like an interesting organization to get involved with (as a client or mentor). 	<ul style="list-style-type: none"> • Conversational, engagement with clients; professional but approachable and concerned; heard and cared about 	<ul style="list-style-type: none"> • More personality • More pictures of clients • Showcase customer service skills • Respond with respect and facts
LinkedIn, Quora		
<ul style="list-style-type: none"> • I could not have gotten to where I am today without SCORE. • That looks like an interesting organization to get involved with. 	<ul style="list-style-type: none"> • More formal, business people in business mode; network and make connections, share resources 	<ul style="list-style-type: none"> • Encourage clients to post endorsements • User shared and generated content • Moderate discussions; pick mentors by region to jump on discussions
Twitter		
<ul style="list-style-type: none"> • Thanks that was helpful. I know where to go for this event. I got my question answered (client, reporter, etc.) • "SCORE is accessible and where I am." 	<ul style="list-style-type: none"> • Interactive and fast response • Informed of events • SCORE is up-to-date and active in my communications channels 	<ul style="list-style-type: none"> • Topical and event driven • Interaction with clients, media, influencers • Responsive

VISUAL		
Clients Say:	Clients Feel:	Tips for Creators
Video Marketing		
<ul style="list-style-type: none"> • Wow, they have some incredible clients and mentors. I'd like to get involved! 	<ul style="list-style-type: none"> • Inspired • Eager to get involved as a client or mentor • Relatable – that person is me. I can do that. 	<ul style="list-style-type: none"> • Virtual experience with how SCORE works • Human interest component • Reflects true SCORE client
Pinterest, Instagram		
<ul style="list-style-type: none"> • That was a good business tip, quote, etc. I wonder what else they have to offer? 	<ul style="list-style-type: none"> • Inspired • Interest piqued 	

Other

PRESS RELEASES		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • That's great information about an impressive organization. • I wonder what else they're up to? 	<ul style="list-style-type: none"> • I'd like to attend that event, or pass along that info/story. • They seem like they know their stuff. 	<ul style="list-style-type: none"> • Position as small business expert with up to date information and sources/quotes • Timely, current information

SUCCESS STORY		
Clients Say:	Clients Feel:	Tips for Creators
<ul style="list-style-type: none"> • If they can do it, I can do it. • I should get a mentor. 	<ul style="list-style-type: none"> • Inspired and motivated 	<ul style="list-style-type: none"> • Highlight challenges but focus on the success thanks to the mentor's help. • Good if can be more specific

2017

National Impact



SCORE is a uniquely American organization that synthesizes two historic national ideals: entrepreneurial spirit and volunteerism.

Since 1964, SCORE has provided expert volunteer mentoring to more than 11 million entrepreneurs and small business owners. As the nation's largest network of volunteer business mentors, SCORE is committed to helping any person succeed in their small business endeavor.

54,506
New Businesses Started

\$192.64 SCORE's cost to help create one business

\$170.64 SCORE's cost to help create one job

\$47.32 Amount SCORE clients return to the Federal Treasury for every federal dollar appropriated to SCORE

58% Percentage of in-business clients that increased revenue in 2017

61,534
Non-owner Jobs Created

SCORE helps a diverse range of American Small Businesses and Entrepreneurs.

Of SCORE'S 2017 client base...

60% were women

39% were minorities

11% were veterans

Who We Are:

Over 10,000
Volunteers

300+ Chapters

serving over 1,000
communities

Research Methodology: The SCORE Foundation engaged Pricewaterhouse Coopers to conduct research into the economic impact of small business mentoring that SCORE's 10,000 volunteers had on the US Economy in 2017. Pricewaterhouse Coopers conducted a census survey of all SCORE mentoring clients and 25,117 responded via telephone and web. Total client revenue, business creation, and job creation numbers were calculated via straight line extrapolation from the survey respondents to the total number of 2017 SCORE clients. This survey was made possible thanks to the generous support of Constant Contact.

2017

Results By The Numbers



295,034 Mentoring Sessions

250,448 Clients Served in **12,780** Educational Workshops held in local communities

147,519 Online Educational Workshop Attendees

3,501,999
Visits to SCORE.org

45,938
Facebook Fans

39,164
Twitter Followers

SCORE advises clients at all points of the business lifecycle:

43% **Pre-start**
Thinking of starting a business

20% **Start-up**
Acquired or started a business in the last year

35% **In Operation**
Business has been in operation over one year

2% **Transitioning**
Closing or planning to transition out of business

Small Business Clients who Receive 3+ hours of Mentoring Report Higher Revenues and Increased Business Growth.

Data provided by SBA

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