resourceX

Elements of the ResourceX

# Brand Messaging Guidelines

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## Introduction

**Consistency is key when building trust and customer investment in ResourceX. Adopting company-wide messaging guidelines is one way we can stand out from the competition and demonstrate to our customers and prospects that we are the trusted experts in our market.**

This messaging guide explains how we can leverage a consistent brand voice and deep understanding of customer priorities to shape our external-facing messaging. By establishing who ResourceX is (and isn't) and defining customer personas, we can speak directly to their pain points and align our messaging with their goals.

# Message from the CEO

It's so easy to fall into the trap of optimizing a process that shouldn't exist in the first place. We've all done it. We eke out incremental gains by cherry picking parts of a process to streamline when what we really need is an entirely new process that addresses today's needs.

That's why ResourceX is encouraging city leaders and local governments to rethink budgeting. Instead of wasting time and resources trying to improve a century-old budget process that was designed for a much slower world, we're actively transforming the budget from end to end with better budget proposals, readily available resources, prioritized decision-making, and better results.

**1**

# Who ResourceX is

## Who ResourceX is:

- Approachable
- Innovative
- Knowledgeable
- Productive
- Engaged
- Efficient
- Set up for success
- A company that will always tie resources to outcomes
- A mentor and guide to customers
- Data-driven
- Bold
- Experimental
- A Thought leader
- An Industry leader
- Unique

## Who ResourceX is NOT:

- Pushy
- Sales-y
- Condescending
- Arrogant
- Political
- Controversial

**2**

# Audiences
# Needs

# Audiences we're targeting, in order of importance:

| | |
|---|---|
| **1** | City Manager Cindy |

| | |
|---|---|
| **2** | Finance Frank |

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|---|---|
| **3** | Special Projects Sam |

# City Manager Cindy

Cindy needs to understand elected officials' priorities, though this typically happens before ResourceX is involved. These priorities are an extension of the community's priorities. Because they voted for these officials, Cindy may also solicit direct community feedback (i.e., Duluth). Cindy can't directly control fund allocation but can help optimize how funds are used.

Cindy helps shape budgets along with Finance Frank. Cindy knows that local government can enact change that other levels of government can't. She needs to plainly show how the budget demonstrates a commitment to elected officials' priorities and the specific metrics that define success.

Cindy needs proof that conveys how the new budgeting methodology directly resulted in programs and achieved the goals that elected officials care about.

## Top 3 Triggers:

(Capital) expenses increasing

Budgeting transparency and storytelling

Discontentment with budgeting proceses

# Finance Frank

Frank doesn't directly control his fund allocation, but he needs to demonstrate that the budget is intentional and strategic. Just duplicating last year's budget with some additions and subtractions to existing departmental line items isn't a good look for Frank. He needs to show that he's using a methodology to help this year's budget, prioritizing better outcomes than in years past.

Frank needs to know how much things cost. Because Frank is charged with making the best use of the budget, he will face many "what-if" scenarios that compare current processes to proposed alternate processes. He needs to first understand the costs of the current process before he can make data-driven, informed decisions.

Frank needs to demonstrate out-of-the-box answers for the same old pain point: doing less with more. As a bonus, Frank would love to advance his career with a GFOA award, which an innovative approach to budgeting could lead to.

## Top 3 Triggers:

Costs exceeding revenue

Budget reductions

New mayor and council

# Special Projects Sam

Sam needs a mechanism to implement special project goals, including climate, equity, and sustainability. Without action toward his goals, Sam's special project can't come to fruition.

Sam needs access to the budgeting cycle and process. Without catching Frank's attention, Sam has very few tools available to help him reach his special project's goals. (If those tools exist within line-item budgets that prioritize departments, Sam's impact won't be optimized from the start.)

Once thinking at the program level has become part of the budgeting process, Sam needs programs that align with his goals to receive funding. Some of this will be a negotiation Sam needs to manage, but thinking programmatically provides Sam and Frank with a common framework to discuss the budget.

### Top 2 Triggers:

Sam has planned out his government's action plan and decided whether his focus is equity, sustainability, resilience, or climate. However, he realizes that his goals are not part of the traditional budgeting cycle.

The organization supporting Sam's work needs to integrate its mission into the budgeting cycles of local governments.

Note: The one common theme is aligning resources to desired community outcomes. ResourceX is unique because we develop a program data platform that contributes to strategic decision-making and budgeting decisions.

**3**

# Cross-Audience Messaging By Need

# 1 Strategically Align the Resources You Have with Community Priorities

## Headlines:

- Put Your Money Where Your Priorities Are
- Connect Your Resources with Your Highest Priorities
- Fund Your Future
- Fund Your Community's Future
- Assign Value to Your Community's Priorities
- Use Data to Meet Your Community's Ambitious Goals
- Put Your Resources Where Your Priorities Are
- Ambitious Community Goals? Use Data to Get There Faster
- The Budget Data You Need for the Future You Want
- Commit to Ambitious Goals Backed by Data

## General messaging

- Meeting your community's vision is less of a challenge when you know how to prioritize everyone's needs. At ResourceX, PBB and software combine to help communities around the country meet their needs through budget reallocation and resource optimization.

- ResourceX supports local governments in strategically aligning resources with community outcomes. Through priority-based budgeting (PBB) methodology and software, local governments are accelerating data-driven decision-making, budgeting to align resources toward society's biggest challenges, and providing a platform to fund equity initiatives, climate action plans, and a fiscally sustainable future for residents and the community.

# Messaging Examples

### Put You Money Where Your Priorities Are

New year, same budget? You can do more with it if you rethink your methods. Discover the power of priority-based budgeting (PBB) combined with cutting-edge software.

### Spend Smarter

How you're budgeting now will only get you so far. Rethink resource allocation and put your money where your community's priorities are.

### Fund Your Future

Using priority-based budgeting (PBB) methods combined with software, ResourceX helps local governments identify the most important programs to ensure your resources go where needed for alignment with priorities.

### Ambitious Community Goals? Use Data to Get There—Faster

Meeting your community's vision is less of a challenge when you know how to prioritize resources to meet everyone's needs. At ResourceX, we combine priority-based budgeting (PBB) and software to help communities meet their needs through budget reallocation and resource optimization.

## 2 Develop a Data-Driven Budget to Maximize Community Impact

### Headlines:

- Know What You Spend on the Services You Provide
- Fund Your Future Using Data-Driven Decisions
- Data Turns Aspirational Ideas into Actionable Goals
- Data Makes Difficult Community Budget Decisions Easier
- Solve Past Allocation Challenges with Priority-Based Budgeting (PBB)
- Know What You Spend on the Services You Provide

### General messaging

- New year, same budget? You can do more if you rethink your methods. Discover the power of priority-based budgeting combined with cutting-edge software.

- It's not so much about who is footing the bill, but rather how. Rethink how you budget and put your money where your community's priorities are.

- Better proposals with better results won't happen using the same old methods. Rethink how you budget and transform your community.

- Duplicating last year's budget won't bring progress. With priority-based budgeting software, spending becomes more intentional, logical, and transparent.

- Use data to clarify details important to decision makers, including the purpose of the program, how much it costs to deliver, and how it aligns with the overall priorities of the community.

- Let your budget drive your future. Using PBB, community leaders are meeting residents' needs, funding climate action plans, ensuring fiscal sustainability, and including all stakeholders—all while optimizing existing resources.

- Accelerate data-driven decisions to align your resources with your community's biggest challenges.

- ResourceX helps local governments strategically align resources with community outcomes. Through priority-based budgeting methodology and software, local governments can accelerate data-driven decision-making and budgeting to align resources toward society's biggest challenges, providing a platform to fund equity initiatives, climate action plans, and a fiscally sustainable future for residents and the community.

## Messaging Examples

### Stop Trying to Make a Limited Process Limitless

You can't improve a budgeting process that boxes out progress. Discover a new approach to meeting your community's top needs with the only priority-based budgeting (PBB) software solution.

### Data Turns Aspirational Ideas into Actionable Goals

Thinking programmatically takes the guesswork out of budgeting. Use priority-based budgeting (PBB) to get the data that clarifies details important to decision makers, including the purpose of the program, how much it costs to deliver, and how it aligns with the overall priorities of the community.

## 3 Create Data-Driven Equity and **Climate Budgeting**

### Headlines:

- Do the Important Things Well
- Create Economic Equality Through a Budget Built on Your Priorities
- Your Community Already Has the Resources to Reach Public Safety Goals
- Your Community Is Where Big Change Happens
- Local Government Budgets Are How Big Changes Happen
- Big Ideas? Fund Them Using Data-Driven Decisions

### General messaging

- Better proposals with better results won't happen using the same old methods. Rethink how you budget and transform your community.

- Local government is uniquely positioned to make significant progress on inequity and climate change. See how PBB can accelerate progress to meet community needs faster.

- Addressing climate change and fiscal sustainability will take a creative solution. Your community's old budgeting methods won't get you there. Rethink resource allocation and put your money where your priorities are.

- You're uniquely positioned to make progress on what's important to your community, from climate change and inequity to public safety concerns and quality of life. Make sure you can fund everything using PBB.

- When everything has a priority level, it's easier to do the significant things well, while being smart, efficient, and transparent about every dollar spent.

- ResourceX PBB methodology uses the power of software to help communities tackle society's biggest challenges, unencumbered by limited resources.

- Meet resident needs, reach fiscal sustainability goals, and accelerate climate action plans with the resources you have now. Discover what PBB methodology and software can do for your community.

## Messaging Examples

### Do the Important Things Well

You're uniquely positioned to make progress on what's important to your community, from climate change and inequity to public safety concerns and quality of life. Make sure you can fund everything using PBB.

### Use Data to Meet Fiscal Sustainability Goals and Climate Action Plans

Finally have the visibility and the budget to make big changes that make a difference. Using PBB methods and the power of today's technology, local governments are realizing they can afford to lead the way on the "big" things, such as inequity and climate change.

### You Already Have the Resources to Create Economic Equality

Let your budget back up your future. Using PBB, community leaders are meeting residents' needs, funding climate action plans, ensuring fiscal sustainability, and keeping all stakeholders happy—all using the resources they already have.

# Cross-audience positioning statement **worksheet**:

| Who We Are | What We Do | Who We're Helping | How We Do It | Why It Matters |
|---|---|---|---|---|
| ResourceX is a priority-based budgeting business and is the only organization that provides | Data-driven decision-making and budgeting solutions to strategically align resources with community outcomes | Supporting local governments by | Using priority-based budgeting (PBB) methodology combined with software | To provide a transparent platform to fund communities' top priorities |

**Some additional notes (from ResourceX):**

- We are a unique offering—no other company offers what we do (they don't back up what they say they can do).
- We need to weave in decision-making and impact in addition to achieving budget goals.
- We do more than equity and sustainability and have orgs that do not have those goals, so we need to make sure that we have other reasons in the "why it matters" sections.

# Overarching Headings and Subheadings

**1**  Put your money where your priorities are.

**2**  Rethink how your community budgets.

**3**  Include your community's needs in the budgeting process.

**4**  Let data drive your community's future.

**5**  Fund your purpose with data.

**6**  Optimize resources for a prioritized budget.

**7**  Modernize how you budget.

**8**  Budget for where you want to be.

**9**  Aim for a modern budgeting process

**10**  Budget today for the tomorrow you want.