

# Building brands with positive impact. Together

**Charity Mash-Up Resources**

**me&you**<sup>™</sup>  
Design for good



# Score your charity

Name: .....

Job Title: .....

Charity: .....

Score your charity on the following statements:

## 1) The long-term purpose for my charity is clearly defined

Not at all      Hardly      Fairly true      Absolutely

## 2) My team make decisions based upon the long-term vision & mission for the charity

Not at all      Hardly      Fairly true      Absolutely

## 3) We know our audience

Not at all      Hardly      Fairly true      Absolutely

## 4) Our offering is clearly communicated

Not at all      Hardly      Fairly true      Absolutely

## 5) We use the right channels

Not at all      Hardly      Fairly true      Absolutely

## 6) We have built our customer journey

Not at all      Hardly      Fairly true      Absolutely

One thing I commit to doing:

.....

You're doing **good for people and planet**.  
You want a **creative partner that cares** about  
the same thing you do.  
That's **me&you**. We collaborate with brands  
who are committed to **building a better world** -  
making life better, fairer, safer and greener.



Watch our videos and more on **Youtube**

**me&you**<sup>™</sup>

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