



# MESSAGING TOOLKIT

FAREPASIFIKA

# WELCOME

**THIS IS OUR MESSAGING TOOLKIT.  
EACH SECTION CONTAINS MESSAGING THAT  
WAS INFORMED BY RESEARCH AND IS  
INTENDED TO BE A GUIDELINE FOR TALKING  
ABOUT FARE PASIFIKA AND WHO WE ARE.**

## **TRAITS AND TONES – “OUR VIBE”**

Define traits of the brand and how they should be communicated

## **KEY MESSAGES – “ALL THE FEELS”**

Key messages support our elevator story with detail about our vision, our commitment, our goals, what we’re doing and why it matters. Key messages bridge the gap between what people know and where we’re trying to take them.

Pick and choose messages based on your audience and what you want them to do or believe. Key messages can be used in almost any communication channel.

## **WHAT YOU CAN DO & CALLS TO ACTION**

Key audience call to action. Choose the appropriate call to action based on the audience and format of presentation.

# OUR VIBE

## WELCOMING

We wouldn't be here if it weren't for our friends, families, and communities. Everything we do aims at promoting the long-term success and well-being of our people—and new people will join in our work all the time. We welcome everyone and all generations with the fresh ideas and perspectives they bring.

### WHAT THIS MEANS FOR THE WAY WE COMMUNICATE:

We keep it real. Our voice is warm, familial, down-to-earth, and personalized. Our vocabulary is present and engaged. We thrive on open, two-way conversation.

## VISIONARY

We're a leader in the movement to change the way we connect with our culture and our heritage. This direction requires crystal-clear vision, an entrepreneurial spirit, and the ability to follow through. We're committed to action, and we have the know-how and determination to get the job done.

### WHAT THIS MEANS FOR THE WAY WE COMMUNICATE:

We use lean, unapologetic, compelling language and embrace our native cultures and languages. A mantra: "Speak like a person, not an institution."

# OUR VIBE

## COMPASSIONATE

We believe that to work on behalf of something so central to our own identities without empathy, kindness, optimism, and a keen sense of justice is impossible. Our compassion reaches far and wide—we champion each other, our communities, and our planet. We provide a safe space for people to learn about their culture and their heritage.

### WHAT THIS MEANS FOR THE WAY WE COMMUNICATE:

Our vocabulary is encouraging, uplifting, and optimistic. Our audiences should always feel a sense of connection, positivity, and trust.

## OPTIMISTIC

Our success builds on the belief that the future is open to the possibility. Through the full range of services we provide, we're helping Pacific Islanders to reconnect with their culture and heritage—a goal that is full of limitless potential, opportunity, security, and understanding.

### WHAT THIS MEANS FOR THE WAY WE COMMUNICATE:

Our vocabulary is inspirational, heartening, and positive. Our style draws people in. Our audiences should always feel a sense of connection and trust.

# WE ARE BOLD.

We take a stand for the people for whom we are working. And we aren't afraid to stand up for what we believe, serving more than 70,000 Pacific Islanders in our region. Our output is fearless and innovative; we're pioneers and risk-takers. And we're always seeking new, forward-looking opportunities.

## **WHAT THIS MEANS FOR THE WAY WE COMMUNICATE:**

We use lean, powerful, active language and embrace our native languages. Our vocabulary and style—both in speech and writing—should be exciting, immediate, contemporary, and assured.





# ABOUT US

## **What do we see and know**

We see a world where young people are losing knowledge of their heritage and language.

## **What are we trying to overcome**

Losing our culture, keeping people in touch with their family traditions and values.

## **What the benefit of us is for you**

You benefit from becoming part of a broader community of Pacific islanders working together to deepen your understanding of your cultural identity.

## **What is the bigger benefit—together/ for the whole**

We are building a vibrant and culturally connected community of Pacific Islanders in the Pacific Northwest. Together, we can feel safe, confident, and supported.



# THE PITCH

We live in a world where kids don't understand as much of their culture as their parents or their grandparents. With all the distractions of technology and an increasingly diverse society, it can be difficult to stay connected to our roots. And the way we educate people in something this important isn't an easy solution. Culture isn't necessarily considered cool.

But we know that knowledge is power. Information gives us confidence. And we know that when we gain the knowledge of our culture and our history, we feel connected to something greater than ourselves. It strengthens our relationships with everyone around us.

Our goal is to reconnect our youth with their cultural heritage. As part of this, our work will help connect the generations within our communities' and families' together. We want to provide a safe and fun environment for learning. A place where everyone feels included and engages with their cultural heritage. A home away from home.

At Fare Pasifika, we believe that our languages and cultures are the channels through which we engage and connect with our heritage. Through discovering our roots, we become connected to our history, we gain a sense of identity and belonging, and we help build our community for future generations.

The background of the slide is a photograph of a seashell on a beach. The seashell is light brown and white, resting on dark, wet pebbles. The background is a soft-focus beach scene. On the right side, there is a vertical dashed orange line. To the right of this line, there is a decorative pattern of overlapping triangles and squares in shades of gray and orange.

# ALL THE FEELS

## OUR KEY MESSAGING

Key messages support our pitch with detail about our vision, our commitment, our goals, what we're doing and why it matters. Key messages bridge the gap between what people know and where we're trying to take them.

Pick and choose messages based on your audience and what you want them to do or believe. Key messages can be used in almost any communication channel.



# OUR VISION

**OUR VISION IS SIMPLE. WE BELIEVE IN GIVING OURSELVES THE TOOLS TO PURSUE AND EMBRACE OUR CULTURAL HERITAGE.**

**A LIFE WHERE  
EVERYONE**

Feels connected to their heritage.

**A LIFE WHERE  
EVERYONE**

Understands who they are, identity.

**A LIFE WHERE  
EVERYONE**

Gains a deeper understanding of their history.

**A LIFE WHERE  
EVERYONE**

Engages with people who want to grow with them.

**A LIFE WHERE  
EVERYONE**

Fosters valuable information to hold to future generations

# OUR PROMISE

## PEOPLE ARE LOSING THEIR CULTURE.

As we moved away from our traditional homes, and our families worked hard to provide for us in our new found communities in America, our history became rewritten, and we began to lose our culture. Some elders don't teach the past until the young are deemed ready. Others lived without it for so long; they forgot to pass it along to their children.

Young people are growing up without any knowledge of their history and culture. As they move into schools with other kids, they become even less attached to their heritage and just want to fit in as best they can. When they get older, a sense of identity becomes crucial and can lead some down a dark road as they join groups like gangs that can provide that feeling of identity.

**At Fare Pasifika, we promise to shine a bright light for people to follow. With our programs and groups of support, we are working to ensure that our youth remain active in their culture and heritage.**

# OUR PLAN

## WORKING TOGETHER, HERE'S WHAT WE'LL ACHIEVE...

### FIRST STEP

We'll change what people know, depending on their understanding of our many cultures and how they perceive us.

### NEXT STEP

We'll change what people do, helping them to make better lives for themselves.

### THIRD STEP

We'll build a safe place for people to get together and feel connected to their values and traditions.

### FINALLY...

We'll foster the growth of new leaders in the community and provide bold, clear direction.

# HOW WE DO IT

## **DISCOVERY**

Through education, we'll open doors to rich and rewarding experiences to everyone.

## **BECOMING**

We're set on building a solid foundation for the future. A future where you can get ahead.

## **CONNECTING**

We are not alone. We come together and remain strong. By connecting with our culture, we learn not just about our past, but about ourselves.

## **BELONGING**

We're sworn to protect the best interests of our community. We are, and always will be, a safe environment for everyone.

## **PRESERVATION**

Our understanding of the past enables us to connect to our elders, as well as encourage the transfer of information to future generations.





# WHY IT MATTERS

We cannot let generations of language and culture fall to the wayside. Too many communities struggle with educating their youth, or not providing them with the tools to gain a stronger understanding of why their traditions are important. Here at Fare Pasifika, we're working to change that.

We all know what it's like to be lost. When lost, we can become confused, which can lead to anger and frustration. A strong sense of identity is a powerful tool to shape who we are. It allows us to discover our true selves and allows us to feel safe. We hope to empower and enable our community to grow and live on for generations to come.

**AT FARE PASIFIKA, WE ARE HOME.**

# WHAT **YOU** CAN DO

Members are the voice of identity. You are its strength. It was true in the past, and it's true now. We can achieve a better understanding of our cultural heritage by working together. This organization is a place for community and fostering lasting friendships. We want to build a network that people will look for in the future, and know exactly who we are, and what we do. Let's come together and embrace our heritage.

## PRIMARY CALLS TO ACTION

- Embrace Your Heritage
- Discover Your Identity
- Find a Path to Yourself
- Become a Stronger You
- Engage Your Community

## SECONDARY CALLS TO ACTION

- Discover what you can do for your community.
- Become a guiding force in teaching others.
- Connect with your family and community to better understand culture.
- Belong to a community of equals.
- Preserve your history and help pass it on.





LEARN MORE AT  
**FAREPASIFIKA**.COM