



Re-Brand Frequently Asked Questions

Q: Why are we evolving our brand?

A: After two years of research, we learned that although Unyts had strong name recognition, there was little awareness of *everything* our organization does to help our community. Although, we aren't just changing our name; we are evolving our brand to better tell the story of how we help save and enhance the lives of our neighbors.

Q: Why did we choose ConnectLife?

A: We wanted a name that better represented what we do, which, at its core, is connecting families, neighbors, and communities. ConnectLife emerged as the name that was best associated with not only connecting people through blood, organ, eye, and tissue donation, but also conveying a sense of warmth, caring, optimism, and hope.

Q: Is ConnectLife one word or two?

A: ConnectLife is one word, with the C and L always capitalized.

Q: Will a name change help people better understand what we do?

A: As part of our brand evolution, we are developing communications to better educate people about the impact we make and also strengthen our current network of supporters and increase understanding and, hopefully, participation for those who aren't currently aware of our services and mission.

Q: Won't this confuse people who already know us as Unyts?

A: We don't want people to think we're a new organization, but the same trusted organization reborn with a greater effort to encourage our community to get involved. Specifically, we will not be dismissing the great work we all did as Unyts, but instead positioning ConnectLife as a path forward. To ensure that our transitional message is clear and direct, our communications will say "Unyts is now ConnectLife."

Q: Why are we no longer using Donate Life in our logo?

A: Research showed that featuring Donate Life in our name was confusing to people and that the Donate Life association resulted in people thinking we're not a local organization, but rather, a national group. For these reasons, we are not including the Donate Life mark as part of our logo; however, our relationship with Donate Life remains unchanged.

Q: Will our emails be changing?

A: Yes, our email addresses will also be changed to (firstinitiallastname)@connectlife.org. Make sure you update your email address books with our employees' new email addresses.

Q: How can the public help in this transition?

A: Share on social media! All of our social media handles and profiles will be changing. You will be able to find us on Facebook, Twitter, and Instagram as @WeConnectLife and on LinkedIn as @ConnectLife. Share our upcoming posts about the rebrand on your own social media pages. Also, talk with your family and friends to help spread the word.