



TRULY DISTINCTIVE

CREATING A MEANINGFUL ORGANIZATIONAL BRAND

Beth Brodovsky

Create Communications that Build Community



Strategic Membership Communications

Strategy and Design



Templates and Courses



Podcast Interviews

WHAT EXACTLY IS Brancino

Branding

CREATES THE BRIDGE
THAT CONNECTS YOUR
MISSION TO YOUR
MARKETING

YOUR BRAND IS

WHAT IS HEARD
WHAT IS SEEN
WHAT IS EXPERIENCED

NOT

WHAT YOU SAY
WHAT YOU SHOW
WHAT YOU DO



Today We'll Talk About

- What a brand is and what it isn't
- How being branded benefits a nonprofit
- The process of branding

MISCONCEPTION

Branding is about awareness

MISCONCEPTION

Having a brand means everyone wants you

MISCONCEPTION

Your brand is based on how you look—it's your LOGO

Design Exists To:

- Encourage recall
- Make an impression
- Create access



What People Want

- Grow their audience
- Get more members
- Build awareness
- Be consistent with communications
- Look up-to-date

Finding Your FOCUS

To achieve more you need to narrow your lens

NONPROFIT **TOOLKIT**

The Components of a Brand:

- 1. Vision, Mission and Values
- 2. Goals
- 3. Audience
- 4. Core Message
- 5. Graphic Identity
- 6. Delivery

Internal Alignment

Vision: What the world will look like when your mission is achieved

Mission: What you are doing today to achieve your vision

Values: The beliefs that lead your decisions and actions

Vision Statements

Oxfam: A just world without poverty

Feeding America: A hunger-free America

Human Rights Campaign: Equality for everyone

National Multiple Sclerosis Society: A World Free of MS



Mission Statement

The multi-ethnic community, parents, business partners, administrators, students, and staff work together to create an academic, physical, emotional, social, and safe environment where everyone can learn and respect one another. We Care about ourselves and others to create, support and maintain powerful, engaged learning in the Arts and Sciences. We Dare to use innovative techniques to enhance life long learning through technology, the multiple intelligences, varied instructional strategies, and interdisciplinary units. We Share our cultural backgrounds to nurture growth, responsibility, and productivity by celebrating our diversity within a positive school-wide atmosphere and by promoting sportsmanship, school spirit, and pride in ourselves through our daily studies and our educational accomplishments.

The Problem with Mission Statements

- Group projects
- Focused on <u>what</u> you do
- Too inclusive

Values (with personality) – Splash.org

PEOPLE

People first. People second. People third.

QUALITY

Beautiful products that function and last.

HONESTY

No drama, no surprises, no BS.

YOL

Kids at heart, seeing potential everywhere.

MISTAKES

Make them, don't repeat them.



BE SPECIFIC

Who is your perfect person for each segment you <u>actively</u> speak to?

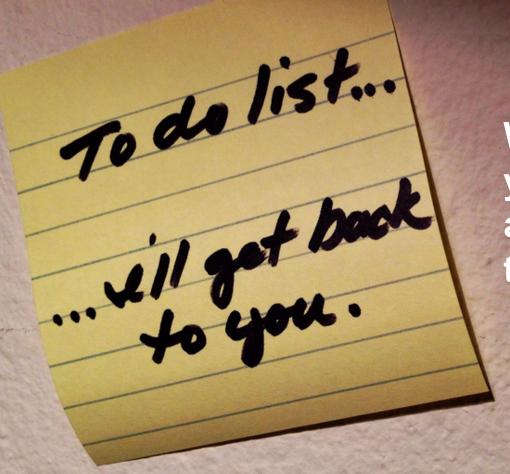




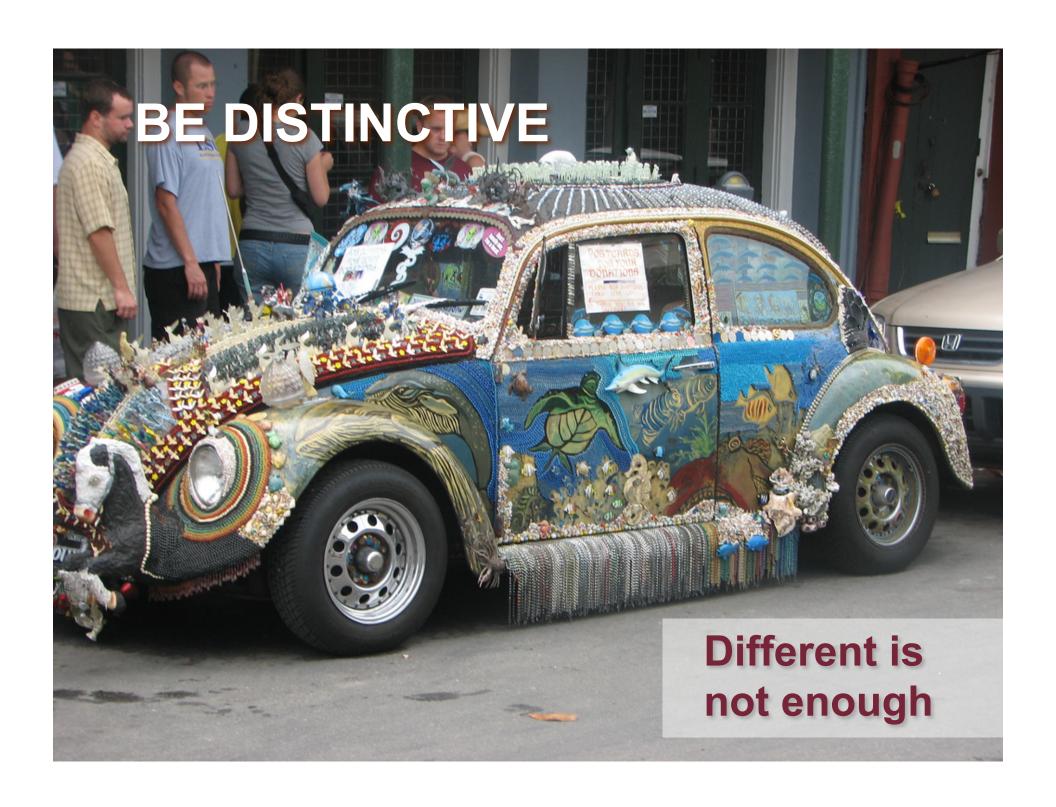




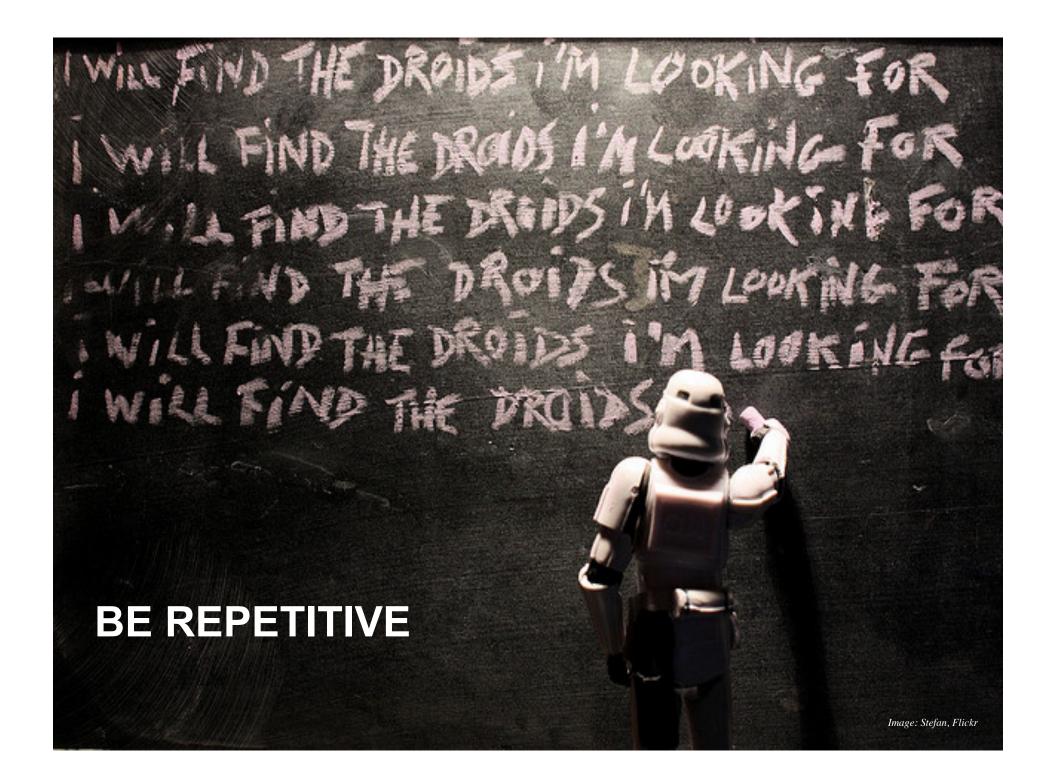
BE IMPORTANT & URGENT



What interests your specific audience enough to take action?







How to Get There

THE PROCESS OF BRANDING

Where are you headed?

Goal: Your broad primary outcome.

Strategy: the approach you take to achieve a goal.

Objective: a <u>measurable</u> step you take to achieve a strategy.

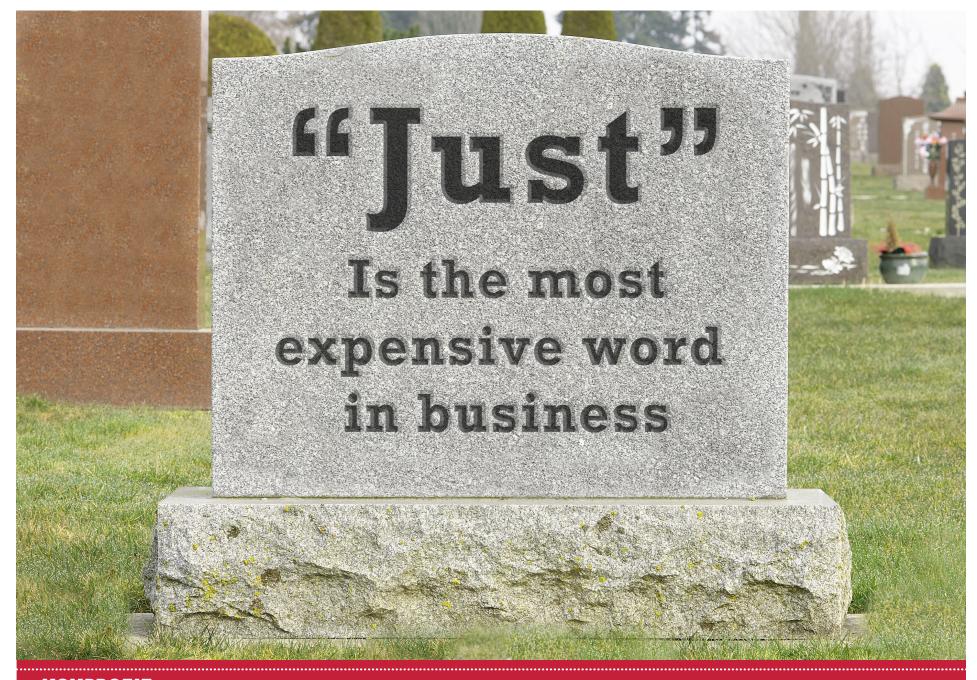
Tactic: a <u>tool</u> you use in pursuing an objective associated with a strategy.

www.forbes.com

Discovery

What people say about starting with research:

- Just ask the board
- I know it's important but...
- We just need you to get us more people



THE ONE TYPE OF RESEARCH THAT

RULESALL

THE ONE TYPE OF RESEARCH THAT

RULESALL

TALK TO
YOUR
MOVEABLE
MIDDLE

IT DOESN'T MATTER WHAT THE

HATERS THINKEITHER

MATTER WHAT THE THINK EITHER

THINKELTHER

Do you have the capacity to make them happy

ENLIGHTENING THE

UNAWARE

ENLIGHTENING THE

UNAWARE



WITHOUT EXTERNAL RESEARCH

IT'S NOT BRANDING

It's Design

MODULE 1: Brand Foundation

We'll go back to the beginning

- Review the basics
- Outline the steps
- Define what you'll have at the end
- Choosing the right project
- Strategies for support

MODULE 2: Discovering Your Why

Set up your research plan

- Where to focus your time and energy
- Plans for a Communication Audit, Competitive Review, Internal Evaluation
- When to use surveys and groups
- Analysis

MODULE 3: Shape your Story

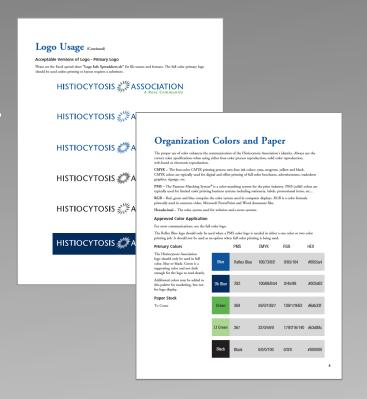
Create the HUB that connects your message to your audience

- Define your perfect person
- Evaluate/adapt your vision, mission and values
- Develop Positioning, Personality and Key Messages
- Name, Tagline

MODULE 4: LOOK LIKE YOU MEAN IT

The visual style – graphic design

- Logo design or updating
- Developing a Creative Brief –
 what to tell your designer
 (and how to work with them)
- Business Stationery
- File Formats and Style Guide



MODULE 5: Delivering Experience

Its time to launch your brand!

- Sharing the brand with your internal team board and community
- Ideas for events and materials to promote
- A plan to organize the redesign of your materials

MODULE 6: Finding Support

If you don't want to go it alone

- Time commitment
- Budgeting
- Finding help
- Requesting proposals
- Finding money when you don't have it

Get Ready!



BUILD YOUR BRAND COURSE FOR NONPROFITS Communication Audit Checklist

nonprofittoolkit.net/bybc15/

FREE DOWNLOAD: Communication Audit Checklist

TEXT "BRANDING" to 33444 or go to nonprofittoolkit.net/brandinggiveaway



This course earns you 10 CFRE credits

	Pro	gram	Page
_	_		

- Event Page
- Donation Page
- ☐ Thank You Page
- ☐ Landing Page
- ☐ Blog page
- = Diog pag

EMAIL

- 1 E-news
- ☐ Signature blocks
- Event invitations
- ☐ E-solicitations
- ☐ E-Thank You
- ☐ E- receipt
- □ E-holiday card

CORE COLLATERAL

Organizational and core program communications

- Organizational capabilities brochure
- □ Folde
- Organizational information sheets
- ☐ Annual Reports
- □ Postcards
- Print newsletters
- Presentation template
- ☐ Trade Show Booth

ORGANIZATIONAL IDENTITY

- Organization logo(s) If you are a multi-entity organization, gather examples of how each unit, location, chapter or school is represented.
- Tagline
- Stationery
- ColorsWhat is actu
- What is actually being used not just what its supposed to be.
- Fonts print and online
- Brand Graphics or stylistic treatments
- ☐ Photo style/library image examples
- Video style/ intro/outro graphics
- Mascots or characters
- External and internal signage
- Graphics on cars or trucks

EVENT MARKETING

- Event Branding: logos/colors/fonts
- Invitation:
- Registration packet/brochure and/or web page
- Programs, onsite handouts
- Presentation template

PRODUCT

- Organization products for sale
- ☐ Promo-product giveaways
- Logo items for sale
- Donor thank you gifts

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Thank You







I hope you'll join me

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