


Brand-Aid


Presented by Kelley Peterson



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Branding is an old concept adapted to fit our modern times. Ranchers for hundreds of years have been branding cattle to distinguish them from other herds.


-- Larry Checco




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Brand...

- Definition
- Perception
- Goal
- Grand-Plan
- Execution






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All sizzle and no steak

Brand is more than an attractive logo and catchy tagline


Defining Brand



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Defining Brand

- It is less about marketing, advertising and PR
- It is about fulfillment and keeping promises
- It is built around a vision
- It is the ultimate expression of everything your organization is as does



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Defining Brand

- It is the overall impression people have of your...

Work/Mission	Reputation
Staff	Leadership
Culture	Core Values

As well as your programs, services and product

Branding represents a short cut, an instant recognition of what an organization stands for. It is relationship-building that starts with a covenant, or promise, that an organization makes.

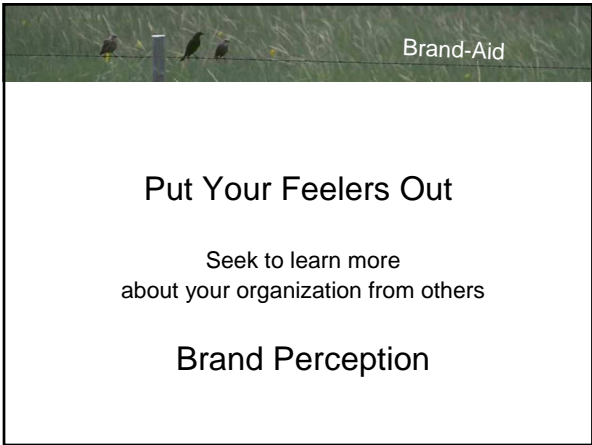
— Larry Checco



Put Your Feelers Out

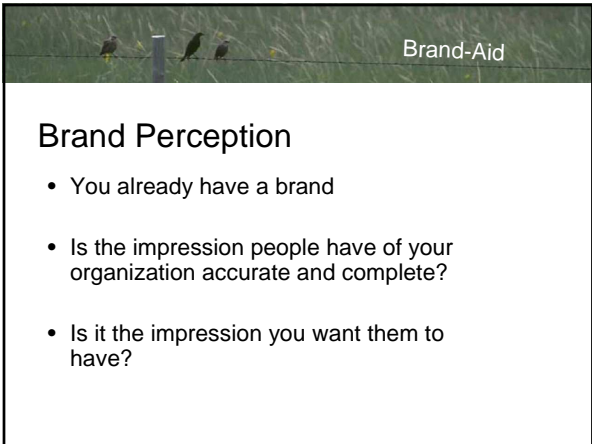
Seek to learn more about your organization from others

Brand Perception



Brand Perception

- You already have a brand
- Is the impression people have of your organization accurate and complete?
- Is it the impression you want them to have?



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Brand Perception


Conduct internal and external analysis

- What do people think when they see our name or logo?
- Do they truly understand what we do and how we do it?
- Are we viewed as effective and trustworthy?

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Trust is essential for nonprofits. Since donors cannot directly evaluate the quality of services, they rely on reputation and the belief they have that the nonprofit is doing and will continue to do the work.

-- John Quelch and Nathalie Laidier-Kylander




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Yeah well, I'm Better

Gosh darn it, toot your own horn!


Brand Goal



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Brand Goal

- The nonprofit sector undersells itself
- It is not enough to simply be good at what you do
- You need to differentiate your organization from the competition



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Brand Goal


- Who are we?
- What do we do?
- How do we do it?
- Why should anyone care?

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Most nonprofits suffer from extreme vanilla-ization: they are simply repeating the services of other groups. Very few are doing truly revolutionary or disruptive service to the communities they serve – an most focus on activities rather than outcomes.

– David Kinard






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Bricks and Mortar

Create a messaging mixture
to bind your organizational brand

Brand Grand-Plan



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Brand Grand Plan


Messaging Package – a mixture of the core
messages you want your brand to convey...


- A Tagline
- Mission Statement
- Position Statement
- Supporting Statements
- Logo

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**Donors support
organizations that have
credibility, have a strong
case for support and have
professional appeal. That
doesn't mean having
expensive materials.**

-- Elaine Fogel






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Live Your Brand!

Your brand is only as good as
the people who live it day to day


Brand Execution



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Brand Execution

- Your brand reflects your promise to the public and your commitment to your staff and volunteers
- Staff at all levels have a role to play
- Live your brand through all your words and deeds



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Brand Execution

- Word of Mouth
- Ambassadors to Advocates
- Community Engagement
- Media Opportunities
- Website
- Signage
- Company-wear
- Testimonials

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I'd like to suggest that a key link in the social sectors is brand reputation—built upon tangible results and emotional share of heart—so that potential supporters believe not only in your mission, but in your capacity to deliver on that mission.

-- Jim Collins



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Got Questions?

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