What is a brand?

• Brand: a **desirable and exclusive idea** embodied in a product, service, place, person or experience.
  • What people think of when they think of your organization

• According to *Stanford Social Innovation Review*, successful nonprofit brands:
  • Focus on social impact and organizational cohesion
  • Are a tool for fulfilling your mission
  • Encourage greater public discourse
What is branding?

5 Elements:

- Associations
  - name
  - logo
  - colors
  - tag line

- Story

- Position

- Personality

- Promise
Why brand?

• Build awareness
• Create an emotional connection
• Convey unique characteristics
• Gain credibility and trust
• Achieve customer preference
## Nonprofit brands

The table below illustrates the shift from traditional to new nonprofit paradigm in terms of branding:

<table>
<thead>
<tr>
<th>Traditional Role of Branding</th>
<th>New Nonprofit Paradigm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased visibility</td>
<td>Builds operational capacity</td>
</tr>
<tr>
<td>Favorable positioning</td>
<td>Galvanizes support</td>
</tr>
<tr>
<td>Recognition among target audience</td>
<td>Maintains focus on social mission</td>
</tr>
<tr>
<td>Fundraising success</td>
<td>Strategic role in core performance</td>
</tr>
<tr>
<td>Managing external perceptions</td>
<td>Internal role in expressing an organization’s purpose, methods and value</td>
</tr>
</tbody>
</table>

*Stanford Social Innovation Review, 2012*
When should you rebrand?

**Internal Factors:**
- Change in reputation
- Change in name
- Change in strategic position
- Change of ownership
- Change in leadership
- Change of culture

**External Factors:**
- Change in audience
- Change in market share
- Change in consumer habits
- Change in primary audience
- Change in competition
- Change in aesthetic preference
Example

Health Education Council
- Change in strategic position (internal)
- Change in primary audience (external)
- Change in aesthetic preference (external)
Example

- Growth and expansion
- Notify public of positive changes within the organization
- Demonstrated business enhancements
- Attracted outside sponsorships
Example

- Growth and expansion
- Notify public of positive changes within the organization
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Your brand

• What words best describe your work?

• What words best describe the overall work?

• When someone outside of your organization (clients, partners, donors, etc.) think about your organization, what do you want them to think of first?
Your brand

• What’s the **best** outcome you could hope for in branding?

• What equity exists in the current organization?
Thank You.

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