

# **How to Build A Strong Brand for Your Nonprofit**

# Agenda

- What is branding?
- Create a brand blueprint
  1. Build your story
  2. Identify your niche
  3. Shape your image
- Implementation

# A Cup of Coffee?



# Or Dunkin Donuts Coffee?



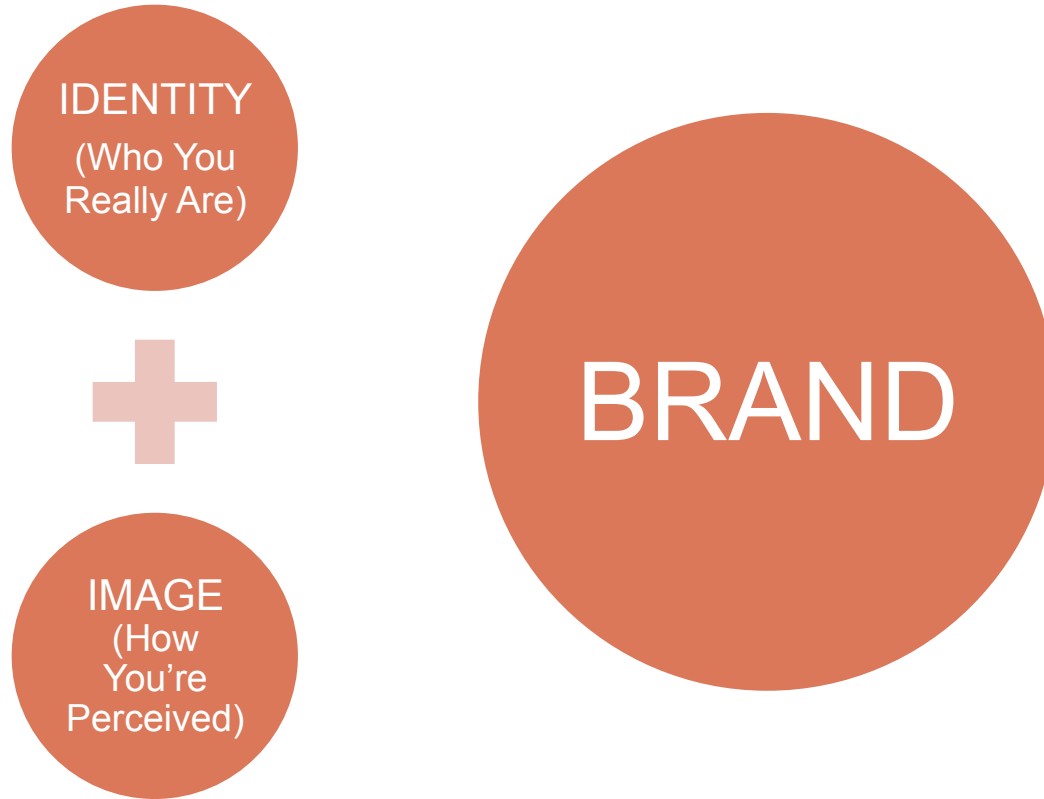
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# Or Starbucks?



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# What is a brand?



# A Strong Brand Is:

- CLEAR
  - People “get” you in a glance
- COMPELLING
  - Provides reasons to choose you over others
- CONSISTENT
  - Fulfills expectations every time

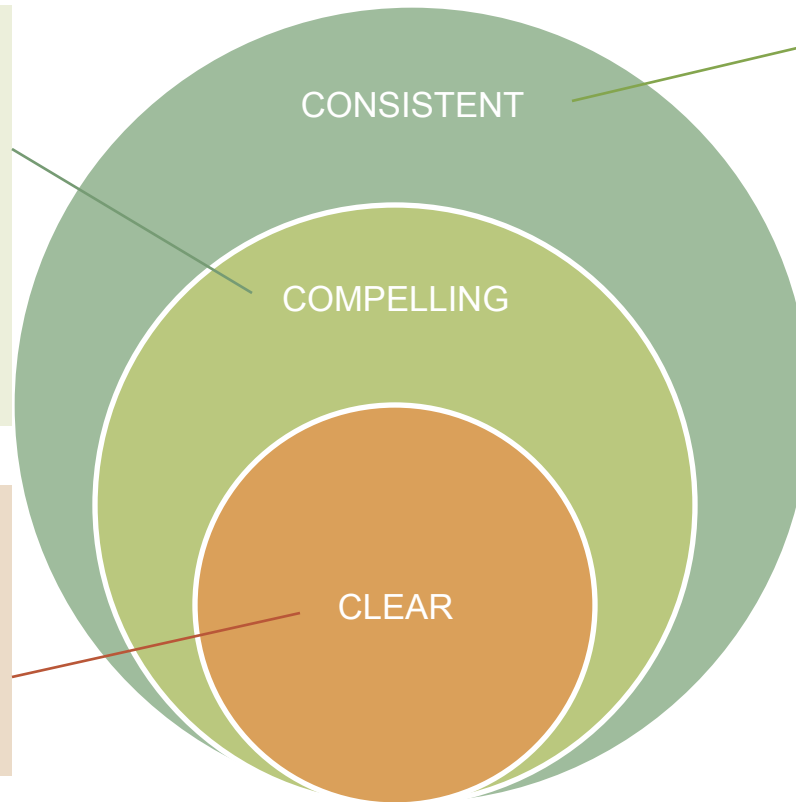
# Building Your Brand

## COMPELLING

- Customers
  - Lifestyle, Behaviors
  - Needs, Motivations
- Benefits/proof
- Peers/Competition
  - Similarities, Differences
- Value proposition
- Positioning Statement

## CLEAR

- Mission/Purpose
- Values/Beliefs
- History
- Products/Services
- Approach



## CONSISTENT

- Brand personality
- Brand story
- Logo
- Descriptor
- Tagline
- Key messages
- Website
- Social Media
- Advertisements
- Signage
- Customer Service
- Partnerships



# Create a Brand Blueprint

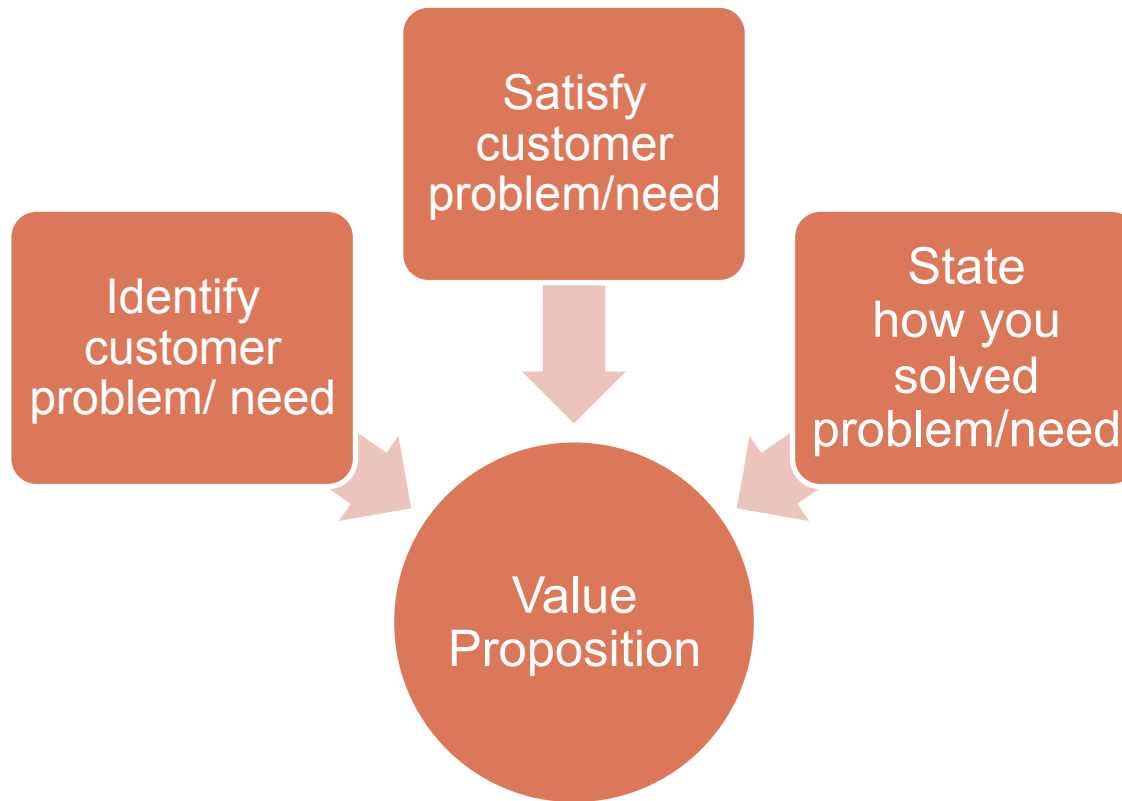
- Build your story
- Identify your niche
- Shape your image

# Build Your Story

- Who you are
- What you do
- How you do it
- Why?



# Identify Your Niche



# Position Your Organization

- ABC is the best organization to help XYZ succeed because...

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# Shape Your Image

Create positive perceptions through clear, consistent, and compelling

- Language
- Images
- Behavior
- Actions

