



Creating a Meaningful Nonprofit Brand In a Post-Pandemic World

September 23, 2022

Who I Am

- Brander
- Marketer
- Entrepreneur
- Media Producer



Today

How to create a brand that
tells your story for greater
impact
resonance
and deeper engagement

The “P” Word

- Pivotal moment
- How to sustain mission driven work?
- Success no longer defined as return to pre-pandemic model
- Disruption drove positive change
- Technology took a front seat
- Expanded audience engagement
- Mission is primary
- Strategic brand development

The Challenge

Nonprofit leaders need new models that allow their brands to sustain their social impact, serve their mission, and stay true to their organization's values and culture.

What is branding?

Branding

- Marketing vs Branding
- Branding is who you are
- Marketing builds awareness
- Marketing supports the brand
- More than a logo

Branding is...

- Emotional experience
- What someone feels when they interact with you
- Ecosystem that creates a perception in the hearts and minds of your audience

Nonprofit Brands...

- Promise value...here's what you will get if you become a member, a donor, a funder, a participant...
- Stand for something
- Communicate the "what"
- Answer the question "why should I care?"

What + Why



Justice
Dance
Performance
Project

JDPP

Moving for Change

*Moving for Change Since
1989*



Being Good Is Not Enough

- We're all “good”
- If we're good, they will come...
- Value is not self-evident
- Hope is not a strategy



The Power of Storytelling

We remember stories...

Perception is Reality

- Shape your identity
- Manage perception
- Don't leave it to others
- Stuff gets murky



Great Brands Tell Great Stories

- Find the narrative that drives your vision
- Capture attention
- Boost engagement
- Build a passionate community
- Generate “active empathy”

Rise Academy

- Transforming lives of underserved young people
- Mia: How one little girl/mother got back on track
- Parents moved/ identify with story



Your Value Proposition

What you see is what you “get”

Your Value Proposition

- Transactional
- What do I “get”?
- What’s in it for me?
- Benefit promise

What's in it for me?



Folger's Promise



One Word

Value and promise rolled into one...

Strong Brands / One Word



Strong Brands / One Word



When Brands Become Verbs

XEROX Google

The Little Engine That Could...

Making “one word” work hard

The Power of One Word

How stumbling on the answer to
this question transformed a small
accounting business...



What Does Aspirin Have to do with Accounting?

At CA Brandt, **we know how difficult financial management for the small business owner can be.** After all, you didn't start your business because you loved accounting, right? Time and time again, we've been able **to take the headache out of business** and tax planning, as well as a host of other financial challenges that **keep you awake at night.**

That's why we call our services **"Certified Financial Pain Management"** because at CA Brandt, Inc. **we take the pain of financial management and planning away,** so that you can get back to the real business at hand.

Justice Dance Performance Project is an arts non-profit that harnesses creative expression as a catalyst for positive change. JDPP uses dance theater performance and multi-arts engagement to examine social issues, build bridges of understanding across diverse communities, and inspire both individual growth and collective action. Participants in JDPP's programs discover untapped resources as they grow and heal, opening new and productive channels in the present and for the future.

Exercises

Let's start thinking about your brand...



What One Word Are You?

If your organization were a **thing**, what would it be?

What and Why?

Lighthouse

Beacon

EMT

Orchestra

Glasses

Movement

Harbor

Sparkplug

Aspirin



1 Word + 3 Things

1. Your one word
2. What (my nonprofit is...)
3. Who (we serve...)
4. Why (what we stand for)



Putting It Together

Volunteer?

Parts = Brand

What could it be?



Know Your Audience(s)

Who are you being compared to?

Own Your Lane

- Who are you talking to?
- What do they need?
- Narrow not broad
- All things to all people



A Word About Taglines

Hint: they're not for everyone

Say It, Say It, Say It Again

- Build on your “one” word
- Create key messages
- Engage your audience
- Stick to the script
- Say it again – everywhere



Brand Checklist

- Mission
- Benefit Promise
- Brand attributes
- Key Messages
- Visual system



Keep In Touch

- Send me your brand ideas
- Stanford Social Innovation Review



Thank-you!

I welcome your comments and questions

Chat after the session

for more information...



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