uncommongood

DESIGNED TO DO GOOD

An UncommonGood Guide for Developing Your Nonprofit Branding & Marketing

www.douncommongood.com

BREAKING DOWN BRANDING AND MARKETING

What is the goal?

The goal of branding and marketing is to make your organization memorable, to increase brand awareness for both the clients you serve and your supporters. Let's start by reviewing a few key definitions.

Branding

Branding is the process of establishing principal elements that will define your organization, like your logo, color palette, imagery, mission statement, vision statement and key messaging. These elements will serve as a guide to tell your organization's story and to make it memorable for clients, volunteers and donors.

Marketing

Marketing is the process of letting the world know about your organization through your web presence, social media feeds, internal and external communications.

Why does your organization need to be intentional about these elements?

You can't market all of the valuable services that your nonprofit delivers without having a brand. It's important to take the necessary time to develop your brand and make sure that the elements are consistent throughout digital and print presence so that your marketing efforts make sense. You don't want to expose and then confuse a potential client, volunteer or donor with inconsistent branding.

BRANDING AND MARKETING WHAT WORKS AND WHY

Let's consider a few memorable nonprofit brands and what their logos make us think and feel.

Examples of memorable nonprofit brands	What does the logo evoke?
American Red Cross	• Help • Trust • Security
girl scouts	• Girls • Character development • Cookies
WWF	• Wild animals • An 'Awwwhhh' adorable factor • Protection

BRANDING AND MARKETING TIME FOR AN EVALUATION

Let's start mapping out how you can work with key stakeholders to review, course correct if necessary and ultimately strengthen your branding and marketing.

Who should be involved in evaluating the brand?

Ideally you'll want to have different voices representing your organization at the table including:

- Two members of your Board
- Executive Director or CEO
- Development / marketing staff
- Program staff
- Support staff (finance, IT and admin will have a lot to share too!)
- Client representation if possible
- Volunteer representation (in addition to your board reps)

Keep the size of the working group manageable, 10-12 people is ideal.

UG Helpful Hint

Set expectations for the working group

Let your working group know the scope of the project including how much time they will need to commit as well as the meeting schedule. We suggest weekly one-hour meetings for 4-6 weeks.

Volunteers appreciate being thanked, food, freebies and free time!

UG Helpful Hint

We have a working group:

now what?

Step one:

Decide who will be responsible for facilitating the meetings and assign one person to take notes. To encourage more participation this might be your Development/Marketing team (consider giving your CEO or board chair a break from being the facilitator–a peer facilitator will make participants feel more comfortable to offer their opinions).

Step two:

Send a survey to all participants asking them for the following feedback:

- Do you think that the current mission statement is relevant?
- Do you think that the vision statement is aspirational?
- Do you think that the logo represents the organization?
- Who does our organization serve?
- Who supports our organization?

Step three:

Ideally the working group facilitator and one additional volunteer will review the survey feedback and consolidate the responses to present at the first workgroup meeting–all feedback is good feedback!

Review the fundamentals

Here is a draft agenda that you can use for your first group meeting.

☐ Mission statement review

Send the agenda to your working group at least a day before the meeting so that they have time to review it!

UG Helpful Hint

- ○ Does it still capture the fundamentals of what your organization does?

  - ■ Yes? Great, move on to Vision statement review below.

  - ■ No? Time to review your mission statement:

    - • Consider if the current mission statement clearly addresses the following: the problem/issue your organization addresses; who is being served and how.

- ○ Here are a few effective mission statements from our partner nonprofits:

  - ■ Alzheimer's Family Support Center: Our goal is to help families navigate the complexities and challenges they face across the span of Alzheimer's and dementia related diseases (ADRD).

    - • The AFSC has identified the problem that they want to address (helping families navigate challenges that result from ADRD). The way the mission is worded gives the AFSC room to grow and add new programs. **Simplicity and flexibility are key to an effective mission statement.**

  - ■ Unitas North America: Our mission is to prevent human trafficking and exploitation through education and awareness and to help provide opportunities for survivors to thrive.

    - • **Unitas has clearly identified the problem that they are addressing:** preventing human trafficking and exploitation. The 'who' and 'how' are also clear–they are helping survivors through education and awareness.

  - ■ The Kern Project is on a mission to save the homeless dogs and cats of Kern County through rescue, rehabilitation, and rehoming.

    - • **The Kern Project keeps it straightforward with their mission statement.** We immediately know what they do–save homeless animals in Kern County, specifically dogs and cats and the how–through rescue, rehabilitation and rehoming.

Vision statement review

○ Do you have a vision statement and does it capture what you want your organization to be? Is it aspirational but attainable?

- Yes? Great, move on to Annual Goals.

- No? Time to to draft the vision statement.

  • What is a vision statement? A vision statement is your aspirational end goal that you're working toward every day, and your mission statement is how you get there.

  • If you don't have an approved vision statement, start with a simple statement of your organization's end goal. Keep it simple and remember that the vision statement is your organization's overall purpose.

Annual Goals

○ What are your annual programmatic goals?

- This should be based on your current fiscal year budget. Ask the team members who work on finance and programs to work together to outline what your core goals are for the year.

Who are your audiences?

○ Who does your organization serve?

○ How do you communicate with your clients?

○ Donor audience

- What do you know about your donors?

- How do your donors like to receive updates and information–social channels, newsletters, personal outreach?

Review and Assess

Have subcommittees present their findings so that you can review the items from meeting #1.

Moving On

Your committee is aligned about your organization's mission, vision, goals, audience and donor profile. Great job! Now it's time to take a look at the key branding elements outlined earlier–logo, tagline, story and website.

> *You can use our operations tools to organize your team and schedule effective meetings with a clear agenda.*
>
> **UG Helpful Hint**

What do we absolutely need to have to establish our branding? A logo!

We began by citing a few nationally recognized non profits and their logos. Your group has decided that the current logo does not capture the spirit of your organization. Now what?

The logo

Begin by identifying 3-5 organizations in your community that have effective logos and why. Who should work on creating or refining the logo? Using your budget as a guide, decide if you have the funds to hire a graphic designer. You can also look for a volunteer. There are nonprofit organizations like Taproot that pair nonprofits with volunteer designers.

> *You can use UG's design tools to establish the color palette and typography– consider keeping the color palette simple with three main colors and two supporting colors.*
>
> **UG Helpful Hint**

Meeting #3:

What is your tagline?

—

A tagline is optional but optimal! A tagline can quickly introduce your brand. Here's a great example from one of our partner nonprofits, the Alzheimer's Family Support Center: "Until there's a cure, there's community." Quick and easy to digest. Brainstorm tagline concepts, refine up to three and then circulate them for a vote.

Meeting #4

The Website

—

If the working group agrees that a total website refresh is in order, task a group of stakeholders with identifying websites that they find effective. Remember to consider the visual presentation as well as ease of use. Once you have identified 8-10 websites that the group likes, make a list of the reasons your group likes each one. This process will make it easier for a web designer to get onboarded. Next, it's time to find a web designer. If you haven't worked with one previously, ask trusted vendors for referrals as well as contacting the sites that your group identified for referrals. Once you have contracted with a designer they will give you a roadmap of the process.

If you don't want to make a whole website, you can create a profile page on UncommonGood and run your fundraisers directly from there. It will still have your logo, mission and tagline all included!

UG Helpful Hint

What's next?

The working group has met and locked in your mission and vision statements, crafted the tagline, approved the logo and have the website design underway. It's time to thank your volunteers and staff for participating and move on to the next phase–crafting the story as well as the marketing plan.

The Story

There are some essential prompts to telling your organization's story:

- Why and when was your organization started?
- How has it changed since then?
- Where are you going?

Chances are that your organization has several origin stories stated slightly differently by past employees and these versions still live on your website, in old brochures, invitations, annual reports and grant narratives. Time to cull through them and develop one cohesive story. Stick to the basics. Who created the organization and why? Was it started in response to a personal passion or a community need? What are the milestones that your organization has achieved? Include anything that differentiate your organization from others.

Peer-to-peer fundraising is a great way to tell your story and help your supporters share it with their friends.

UG Helpful Hint

Who should work on the story? Consider keeping it staff driven. And keep the stories fresh from the field. Your program teams are the best source for content. They probably don't consider themselves storytellers but with a little prompting they will begin to recognize that the important work they do everyday is worth talking about.

Developing the Marketing Plan

Now it's time to decide how to let the world know about all of the important work your organization is doing. There are some standard programs, fundraising campaigns and events that will need to be publicized. Begin the marketing plan by mapping out the critical dates on a calendar.

UncommonGood's marketing tools are specifically designed for the needs of nonprofits

UG Helpful Hint

Next, decide the best way to promote each through your different channels (ie: the website, newsletter, social media feeds and maybe digital ads). You'll want to consider who you are marketing to. If it's communicating with your board and loyal donors about an event, you might send a save the date followed by invitation, website presence and regular social media plugs would be appropriate. If it's a program, then a mailer, digital newsletter, and e-presence might be the best options. Remember the conversation in meeting #1 about your audience. Those findings will be key to determining the best allocation of your time and resources.

SEEK HELP FROM TRUSTED RESOURCES

Today, nonprofits need a well-planned, multi-pronged marketing strategy that is adaptable to new situations and special needs.

At UncommonGood, we understand that it's not easy. That's why we've developed user-friendly software to simplify fundraising, marketing, and operations for nonprofits with increasingly complex concerns.

Designed for organizations of all types and sizes, our 360-degree nonprofit productivity software can help you execute custom marketing campaigns, boost donor engagement and community growth, streamline reporting and analytics, enrich your web presence, and meet your fundraising goals. Meanwhile, our brand manager and design studio will help you maintain a cohesive brand identity across all of your activities, so you can focus on what's most important — fulfilling your mission.

The future can be brighter when you add user-friendly tools to help improve your efficiency. Why not let us help you harness the power of your story? Together, we can build a better world.

www.douncommongood.com

SCHEDULE A FREE DEMO AND LEARN ABOUT OUR AFFORDABLE OPTIONS

UncommonGood is a cloud-based software solution that helps nonprofits do more good every day by eliminating inefficiencies and providing NPOs with modern technology. UncommonGood was founded on the idea that nonprofit organizations should have access to the same high-quality tools and resources as for-profit companies, without having to spend half their budget on them. By providing an all-inclusive platform for nonprofits to manage their operations, marketing, and fundraising efforts, UncommonGood enables nonprofits to focus more on what matters, doing good.

www.douncommongood.com/demo   team@douncommongood.com