Think Bigger: Escape the Scarcity Mindset  

Handout material

What is a Brand?
As Marty Neumeier says: "It's not what you say you are, it's what they say you are."

The first step is to understand the key characteristics of a brand. A Brand is more than a logo, packaging, or design. A Brand constitutes the essence and values of an organization's work, product, or service. The organization's image and Brand Equity are developed by how its personality is perceived.

What you should think about when it comes to Your Brand
Your brand is your people, your outbound communication, your inbound communication, your offering, your strategy, your visual design, your tools, your storytelling/messaging, your programs, and your constituents.

Your human brand representatives
- Your board
- Your staff
- Your adult volunteers
- Your teen volunteers
- Your donors

Your day-to-day brand representatives
- Logo
- Colors
- Typography
- One pagers
- Brochures and all printed materials
- Website

https://www.butlerbranding.com/branding/what-is-branding/
How do you align your brand and content strategy for success, now, right after this session?

- Start with what you already have, look inwards before looking outwards
- Assess your existing offerings and based on that create a mood board and style guide
- Once you create an ‘existing offerings’ mood board and style guide, add it in your larger conversations of strategic planning
- Who you want to be when you grow up comes only after you identify where you are
- With these documents you are setting the do’s and don’ts

An effective style guide will:

- Provide logos and regulations for how they’re used.
- Establish standards for typography and image usage.
- Set a baseline for voice, tone and messaging.
- Offer guidance into logo and color use across different channels.
- Identify editorial standards, including compliance to a broad manual style and brand-specific exceptions.
Mood Board:
- What is the current mood of your nonprofit
- What colors are you
- What images are you
- What is the tone and texture of your nonprofit
- E.g. are you an egg or an omelet?

Style Guide:
- Make a note of all fonts/typography you use in your communication
- Your colors
- Images that currently represent your organization
- 6 adjectives that best describe your organization
- Your logo standards
- E.g. can anyone take your logo and place it on any background or change its color?

What is Content Strategy?
Content is king and how you strategically decide to say what you say is content strategy. Content that might seem mission aligned but shared or applied without much thought about the overall outcome is just content. When a plan has been created to spread a certain message or enhance a story, or expand a tone, it will reflect on all modes of communication. It will be cohesive, intentional, and clear.
Your internal priorities and goals play a large role in your content strategy. They often dictate the organization, prominence and prioritization of certain pieces or types of content. Goals can include things like boosting volunteerism, establishing yourself as an authority on your cause, and increasing donations. They’re completely unique to your nonprofit and your current situation.

**Top Picks for 9 Essential Online Tools for Nonprofits:**
- Communication – Slack
- Analytics – Google Analytics
- Email Software – MailChimp
- Website – Wix, Squarespace
- Social Media Management – Buffer, Hootsuite
- Design – Canva
- Task Management – Asana
- Donation Software – There are many options out there and one size does not fit all.
- CRM – Salesforce this is free to nonprofits but it does take a lot of work to customize to your needs. Also it might be an overkill if you are a smaller nonprofit unless you are lucky to have an engineer as a core volunteer

Fun Reads:
- [http://web.mit.edu/globalstrategy/](http://web.mit.edu/globalstrategy/)

**The Brand Gap**
Marty Neumeier

**Building Strong Brands**
David Aaker

**Kellogg on Branding in a Hyper-Connected World**
Alice Tybout and Tim Calkins

**The Networked Nonprofit: Connecting with Social Media to Drive Change**
Beth Kanter and Allison Fine