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## Keys of Nonprofit Branding

1. Your brand is more than your logo
2. Our brain is a storyteller
3. Iconic brands tell a consistent, relatable story
4. Brand building starts at the core of your organization
5. The little things you do matter more than the big things you say
6. Script the journey of your supporter like a story

### 1

#### Your Brand is More Than a Logo

Branding is more of the feeling that your organization gives to people when they think of you and interact with you. Your visual look should be consistent, and this is important for your brand, but there is so much more that goes into the emotional impression your organization gives to people.

Organizations that have a strong brand have a strategic approach to managing this bigger sense of their brand.

### 2

#### Our Brain is a Storyteller

Our brains are pattern seeking organs. As Nobel Prize winner Daniel Kahneman argues in his book *Thinking Fast and Slow*, we have an emotional method of decision making that is rooted in these patterns and a rational method of decision making that requires our concentration. Most of our decisions are made through the emotional method, because we don't have the time or energy to spend concentrating on every single decision.

When we get locked into an emotional pattern, we are "in a story" and no amount of evidence will move us out of this story. Will Storr writes about this in his new book *Heretics: Adventures with the Enemies of Science*. Using emotion and building consistent, recognizable patterns with your brand will help people know you better.

3

### **Iconic Brands Tell a Consistent, Relatable Story**

The strongest brands in the for profit and nonprofit worlds are incredibly consistent with their brand story. Whether it's Nike's heroic story of achievement or the Girl Scout's mentor-ly story of wisdom, a strong brand's every action and communication outlines a story.

The stories these brands are telling follow a pattern of stories that have been told for centuries across the world. Having a broadly predictable story structure allows people to fill in the details about your brand.

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### **Brand Building Starts at the Core of Your Organization**

For a brand to be truly embraced and effectively communicated it must be a true story that inspires the people within an organization.

Brand research almost always uncovers some emotional truth and deeply held beliefs that founded an organization and propelled it to its success. This is where we start to see the emotional core of your brand.

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### **The Little Things you do Matter More than the Big Things You Say**

Events and small personal gestures that embody your brand and carry traces of your brand's story are far more influential and emotionally meaningful than a big TV advertising campaign or direct mailing.

Bringing the brand to life through experiences for your supporters will create a longer and more effective association than anything you say.

6

### **Script the Journey of Your Supporter Like a Story**

Communicating an emotionally relevant, compelling and consistent brand story is only part of what you should do to attract more supporters. A parallel method is to help people make small incremental changes in their behaviors to lead them from not knowing who you are to being a monthly contributor.

This requires planning and communicating through all different media (e.g. social media, events, and email marketing) with a deliberate goal of helping people move down a path to becoming your supporter.

## About Us



### President, Tom Kuplic PhD

Since completing his PhD in research on stories shared in times of change, Tom Kuplic has been keenly interested in the way people develop and use stories to give their lives more emotional meaning in our increasingly digital world.

Tom's marketing career started in online community management and he has over 12 years of experience helping nonprofits, ad agencies and companies of all sizes connect their brand stories to people in more meaningful ways using social media, email and digital

marketing. From global branding projects for Fortune 100 companies to helping regional and national nonprofits strengthen their storytelling, Tom has a broad range of experience with brands.

Tom founded ETO to help nonprofits and growing companies align their internal teams and connect emotionally with their targets by telling their best stories in surprising and exciting ways.

### Our Skills

- BRAND STRATEGY
- CONTENT STRATEGY
- STRATEGIC COMMUNICATIONS
- STORYTELLING TRAINING
- SOCIAL MEDIA TRAINING
- EMAIL MARKETING
- DIGITAL ANALYTICS
- CRM MANAGEMENT

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