

# Branding Basics for Nonprofits

2015 Madison Nonprofits Day



# SOME THEORY



# Branding isn't

- a logo
- a tagline
- a design
- imposed
- complicated



# Branding

is

- linked to ideology
- integrated
- emotional
- experiential
- basic

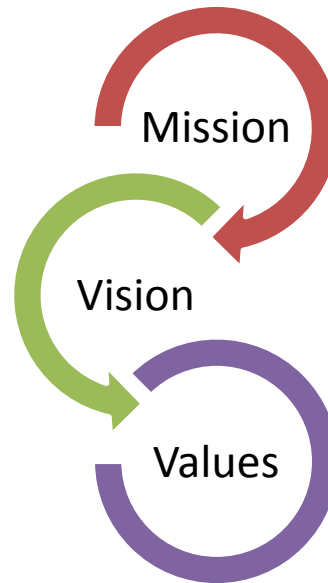


# Brand :|: Defined

- A brand guides how people **tell your story**
- A brand is a **collection of experiences**
- A brand **connects people**
- A brand **generates common understanding** of intent
- A brand is **built by organizations** and shaped by stakeholders



# Nonprofit Branding Starts with the ideology





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# Effective branding links strategic planning and messaging on a journey

Intention → Action → Impression





**PLATFORM FOR  
COMMUNICATION**

### Brand Framework

NAME, LOGO,  
FONTS, STANDARDS

How will we reflect  
our identity?

### Ideology

MISSION  
VISION  
VALUES

What is our purpose  
and our legacy?

conduct functional review and stakeholder inquiry

### Messaging Strategy

THEMES,  
STATEMENTS,  
STORIES

How will we connect  
with our stakeholders?

### Strategic Direction

GOALS,  
OBJECTIVES,  
CHAMPIONS

What do we want  
to accomplish with whom?

initiate practical planning and distill discovery

### Integrated Outreach

COLLATERAL,  
ONLINE, EVENTS,  
PR, MARKETING

How will we reach  
our stakeholders?

### Implementation Map

ACTIONS,  
RESOURCES,  
TIMELINES

What exactly will we  
do to make it happen?

build on strengths and adjust by stakeholder

### Assessment and Audit

CONVERSATIONS,  
REVIEWS,  
ANALYSIS

What impression  
are we making?

### Progress Reports

MONITORING,  
SURVEYS,  
CHECK-INS

How is it going and  
what's needed to adapt?

*Intentions*

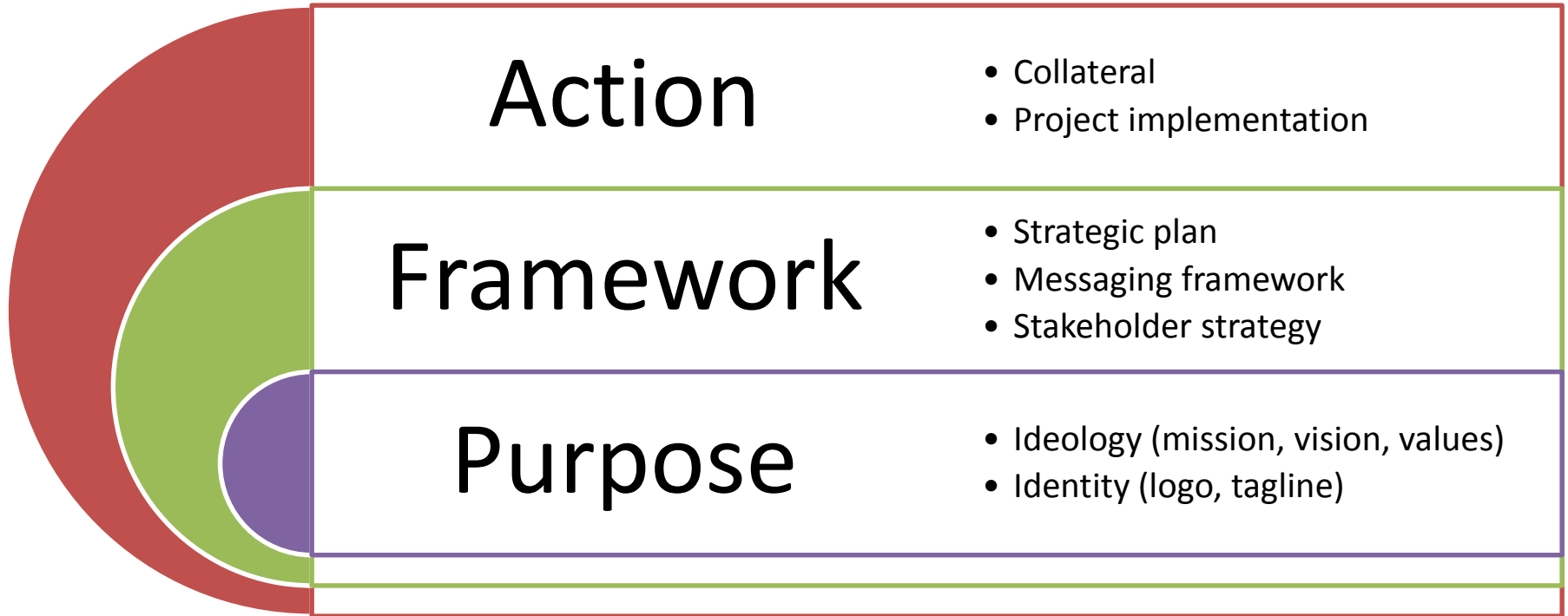
➔ *Actions*

➔ *Impressions*

**SOME ACTION**



# Phases for Brand Building



# Strong(er) Branding Means Knowing 3 Things

1. Know What You **Want**
2. Know What You **Know**
3. Know What You **Have**



# Know what you **Want**

## IDEOLOGY

What is our purpose and our legacy?

## STRATEGY

What do we want to accomplish with whom?

## IMPLEMENTATION

What exactly will we do to make it happen?

## REPORTS

How is it going & what do we need to adapt?



## BRAND

How will we reflect our identity?

## MESSAGING

How will we connect with our stakeholders?

## OUTREACH

How will we reach our stakeholders?

## ASSESSMENT

What impression are we making?



# Know what you Know

- **Table Talk**
  - Review materials from past 8-12 months
  - How connected is ‘look & feel’ throughout
  - How consistent is the tone & message throughout
- **People Talk**
  - Ask what traits are used to describe the org
  - Ask what impression is stated about the org
  - Ask about the intended impression? message?

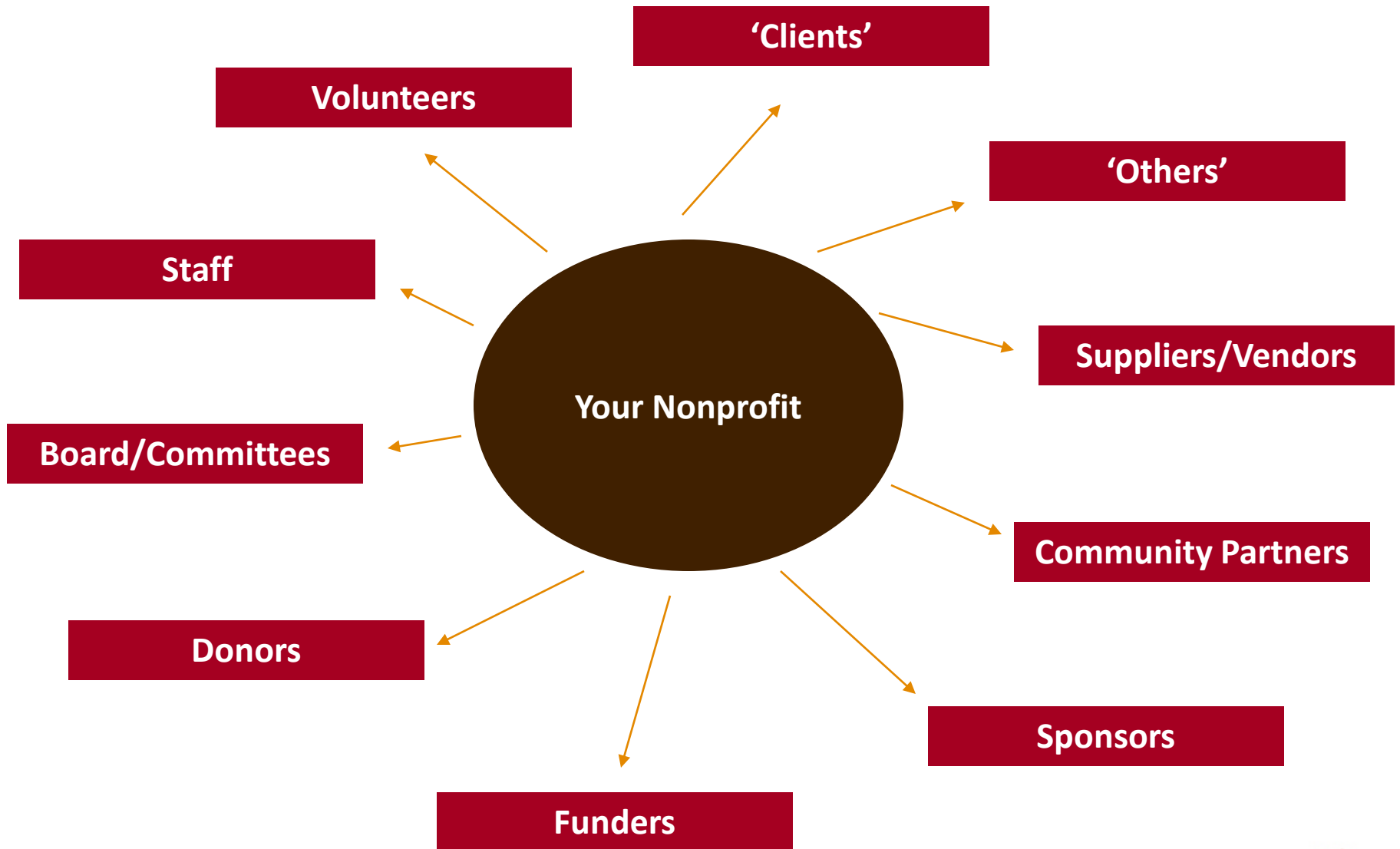


# Know what you **Have**

- Strengths
- Stories
- Resources



Intention → Action → Impression





Intention → Action → Impression

'Clients'

'Others'

Staff

Phone Messages

Handbook

Materials

Web site

Signature Block

Releases

Suppliers/Vendors

Board/Committees

The 'Office'

Collaborations

Your Nonprofit

Asks

Events

Community Partners

Agendas

Correspondence

Volunteers

Newsletters

House Parties

Grants

Thank You

Appeals

Sponsors

Donors

Funders



# SOME CONSIDERATIONS



# Brand Building Has Basic Cornerstones



- **Clarity**
- **Curiosity**
- **Commitment**
- **Continuity**



# Seek Brand Clarity

- What do we know? What do we not know?
- What's the current reflection? the impression?
- Who needs to be involved and/or consulted?
- What can't be adapted/evolved?
- What are our resources?
- When does it make the most sense to do it?
- Why are we doing this?



# Spark Brand Curiosity

- What does a 'collective stakeholder' look like?
- How does the experience smell? taste?
- What's the soundtrack to your nonprofit's story?
- How would you capture the legacy without words?



# Use the Process to Engage & Align Your Stakeholders



Engagement  
Earns  
Commitment  
which Fosters  
Continuity



Ourselves or ignore  
Others (BALANCE)  
Leading, not following  
Active in  
World

A <sup>SS</sup>passionate, Christ-centered faith in an accepting  
community that produces resources and which maintains a  
balance between looking outward and inward.



# Commit to Strengthening the Brand

- Create a framework
- Apply the framework
- Infuse the environment
- Expand the experience
- Reinforce the connection
- Adapt for new programs



# Move the Brand Forward

- Who is your target audience?
- What brand trait do you want to reflect?
- What is your main message?
- What is the most important word of the message?
- Why should your target audience believe you?
- What is the desired action as a result?





# SOME FINAL THOUGHTS



# Something to Test

- Write down your mission, vision & values
- Write down your tagline (if you have one)
- Give it to a person next to you
- Have the person tell your story
- Reflect on the connection between what you wrote and what they said



# Steps to a **Strong(er)** Brand

- Build from ideology
- Link to strategic planning
- Reflect intentions
- Align expectations
- Shape actions
- Adapt to connect with stakeholders



# Continue the Conversation

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## What is Timpano Consulting?

Timpano Consulting is a strategy consulting firm that works with leaders interested in refocusing and recharging. Timpano leverages various techniques and processes in order to:

- help leaders think strategically or get 'unstuck'
- facilitate complex issues & help articulate solutions
- provide perspective & insight on organizational issues
- articulate a strategic plan to guide activities & shape success
- engage stakeholders to move the mission forward
- infuse energy and direction on initiatives
- build brands, craft messaging strategies & integrate outreach
- leverage communication as a strategic business tool

What that looks like might include any or all of the following (to name a few areas):

- management consulting and leadership coaching (a/k/a consultative coaching)
- organizational assessment & re-engineering
- ideology development or review (i.e., mission, vision, values, intended impact)
- strategic thinking & practical planning (a/k/a strategic planning)
- brand development, evolution & integration
- communications and outreach strategies (internal & external)
- meeting & retreat facilitation
- interim leadership or executive support

## Who is Melanie Schmidt?

Melanie Schmidt is a whole-brained strategist who brings energy and focus to the people and projects around her. Melanie has over 20 years of professional experience and offers expertise in change management, group dynamics, organizational strategy and communications.

Melanie's early career involved work within statewide government agencies framing stakeholder engagement, policy analysis, and organizational development. She worked between sectors while at an international utility, providing leadership in community relations and strategic communications, before going to work at an award-winning advertising agency to handle account management, strategy, and business operations.

Melanie opened her consulting practice in 2003 to help people and organizations become more effective through a combined application of facilitation, strategic thinking, practical planning, and intentional communication. Melanie specializes in the nuances of nonprofits and is a frequent speaker on issues related to brand development, strategic planning, collaboration, nonprofit effectiveness, and Board governance.