
8 Practical Keys to Powerfully Building Your Brand

presented by
MAD MARKETEER

Corporate Quality at Nonprofit Prices



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Agenda: Five Branding Keys

Understanding Branding

Ten keys to successful brands

Creation of Your Brand

The Brand Experience Effect

Ten ways to create your brand: what you say and look like

Promoting Your Brand

Use Social Media to boost branding and search results

What are a few nonprofits that do a good job of branding?

?

What are a few nonprofits that do a good job of branding?

United State Olympic Committee

Red Cross

Susan Komen

WHAT MAKES THESE BRANDS EFFECTIVE?

- We know what they look like
 - They are consistent
 - We know what they stand for
-

10 Keys to Successful Brands

(1) Remember Your website IS your brand hub!

- It's the new brochure
- It's where search engines find you
- It's where other recommend or refer you
- It's where your prospects learn about you
- It's where you collect email addresses
- It's where donors or clients interact to buy, donate, etc.
- It's where people go if there's a problem

The Biggest Opportunities For Brands To Leverage Interactive Marketing!

Posted April 11th, 2008 by Max Kalehoff

(2) Have Quick Reflexes

React quickly to national disasters, economic realities, and local events/crises.

Haiti Crisis

**The Red Cross raised >\$5 million
for relief work in Haiti**

...solely through text messages made viral on
networking sites like Twitter and Facebook

300,000 people giving \$10!

(3) Be Bold and Take Chances

- You'll be perceived as:
 - ✓ Thought leader
 - ✓ Technology leader
 - ✓ Larger than reality
 - ✓ Etc.
-

(4) Be Transparent: Don't pretend you're something you're not



(5) Don't Snub the Little Donors

Propelled by Internet, Barack Obama Wins Presidency

By Sarah Lai Stirland  November 04, 2008 | 12:25:24 AM Categories: [Election '08](#)



"I was never the likeliest candidate for this office," Obama said in an acceptance speech in Chicago Tuesday night. "We didn't start with much money or many endorsements. Our campaign ... was built by working men and women who dug into what little savings they had to give five dollars and ten dollars and twenty dollars to this cause."

(6) Create a Variety of Ways to Connect, Communicate & Stay in Touch

■ Connect:

- Forms
- Buttons
- Articles
- Offers

■ Communicate:

- Social media
- Email
- Blog

■ Stay Connected: Relationships take time!

Patience!

“Effective brand building takes time. It's a process that is measured in years and decades, not weeks and months.”

(“Boomers love brands with personality” By Vincent Vassolo Thursday, May 5, 2011)

(7) Emotional bonds

People buy, spend or donate based on emotion.

- Make a difference
 - Help the environment
 - Learn leadership skills
-

Create emotional bonds using photos/animation



Ignite change in youth & families
by transforming today's kids into
tomorrow's leaders.

Camp Fire Connections

Name

Phone

Email

[PROGRAMS](#) | [WOHELO - ALUMNI](#) | [SUPPORT US](#) | [SHOP](#) | [NEWS & EVENTS](#) | [GET INVOLVED](#) | [GALLERY](#) | [ABOUT US](#) | [CONTACT US](#)

Make A Difference!
Volunteer In Your Community

(8) Meet Expectations

- Constituents expect social media
 - *If you're not on social media, you're not a brand*
 - Gives the perception that you're a player
-

The Brand Experience Effect:

*Are you creating an amazing
brand experience for every client?*

(1) Observation

- Watch your donors/volunteers

What is their experience when they call? When they donate? When they volunteer?

- Watch like organizations
- Watch for *any* good idea you can “copy”

Challenge Question: Has your organization every gotten a great idea as a result of observation?

(2) Create emotional benefits & connections (your essence!)

Step 1:

Define your “Rational Benefits” and then convert them to “Emotional Benefits”

<u>Brand</u>	<u>Rational Benefit</u>	<u>Emotional Benefit</u>
Disney	Keep kids busy	Magic of childhood
Coca-Cola	Quench thirst	Be a part of America
Apple	Connect to the world	Look smart

(2) Create emotional benefits & connections

Step 2:

Create “Emotional Connections”

<u>Small Business</u>	<u>Emotional Connection</u>
Lawyer	Security
Doctor	Trust
Retail Store	Therapy (I like that one)
Cleaning Service	Indulgence
Consultant	Reassurance
Day Care	Nurture
Hair Salon	Attraction

(3) Define Your Brand

- **Step 1:**

You want to be focused, yet not locked in. Start with very factual information.

- List what your organization does.
 - Example: Deliver meals



(3) Define Your Brand

- **Step 2:**

Now show an emotional benefit. Write this statement either as the brand exists today or as you aspire to be – or even a mix of both.

- List a phase adding emotional benefit.

- Example: We deliver meals to seniors providing a welcome friendly face and connection to the community.

(3) Define Your Brand

■ **Step 3:**

Create a well-crafted statement that defines what you stand for, including:

- Type of organization: Deliver meals in order to reduce lack of nutrition, provide human connection, and reach people in rural areas.
 - Type of customer: Housebound seniors
 - Types of products and services: Meal delivery, Medical transportation, Senior activities
-

(4) Define Your Brand

- **Step 4: Write Your Statement**
 - **Let's Give It a Try!**
 - To help seniors in rural areas remain healthier and happier, we provide meal delivery, medical transportation and other senior services to seniors that are either ill or housebound in order to reduce lack of access to food and nutrition and provide a friendly, human connection to the community on an ongoing basis.
-

(4) Track Your Competition

- **Step 1:**

Assign one person (if you can!). The idea with gathering and compiling this information is to replicate using the marketing tools that seem to be working for competitors. Why recreate the wheel?

- **Step 2:**

Determine what competitive organizations to follow.

- Other like organizations and methodologies.

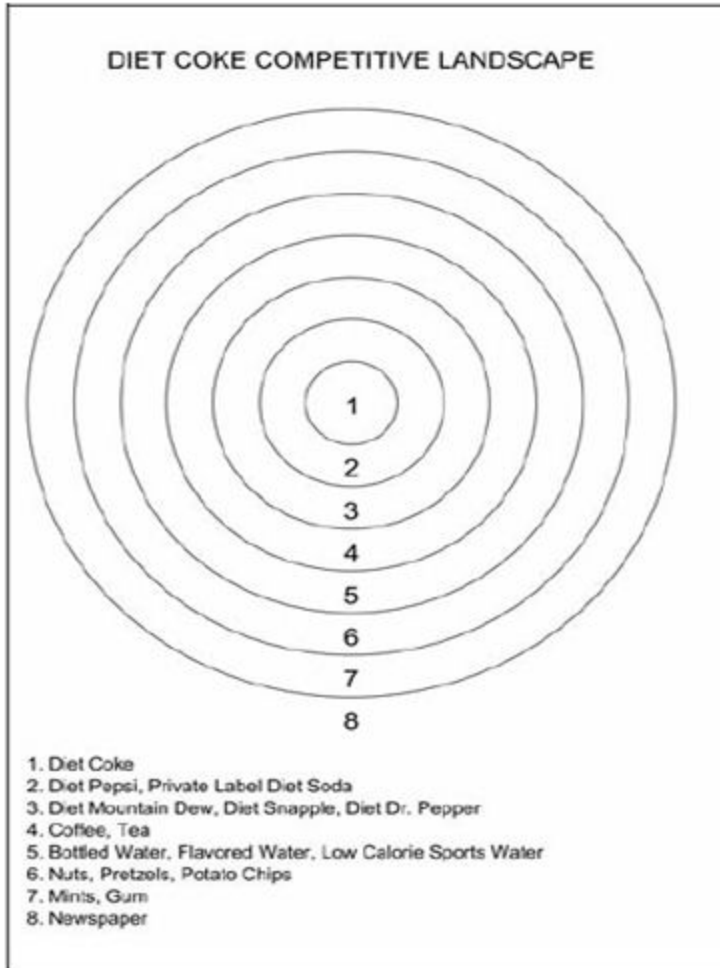
Challenge Question: Who will you follow?

(4) Track Your Competition

- **Step 3:**

Build concentric circles to help visualize the competition across the board. Help you understand competition and differentiate.

(4) Track Your Competition



1. Meals on Wheels
2. Other local food shelters, other local social services
3. Food delivery services
4. Gourmet food delivery services
5. Online and mail order food services
6. Grocery delivery

(4) Track Your Competition

■ Step 4: Information to track includes:

- ❑ “Like” Facebook pages (track brand name as well as owner or key leaders)
- ❑ Follow Twitter streams (track brand name as well as owner or key leaders)
- ❑ Google Alerts
- ❑ Enroll in email marketing campaigns and CRM programs
- ❑ Conduct secret shopping trips (when applicable)
- ❑ Order competitive products (observe processing and packaging)
- ❑ Go to trade shows, visit the booth, pick up collateral
- ❑ Visit and read websites; observe how they present their brand
- ❑ Check incentive offers that encourage engagement
- ❑ Advertising spending in television, print, newspaper, local, radio, billboard, transit, online, etc.
- ❑ Couponing, both online and offline. Online couponing has become very influential in driving traffic to local business.
- ❑ Promotional activity, including sweepstakes and contests.
- ❑ Social marketing: Facebook, Twitter, Foursquare, LinkedIn
- ❑ Websites (be on the lookout for multiple micro-sites that may come from the same brand)
- ❑ Packaging and package inserts

(5) Identifying Your Customer

- We want to use both demographic (facts) and psychographic (act/feel) information. Let the customer be our guide.
 - **Step 1:**
Define who we want our customer to be.
 - **Step 2:**
Conduct a survey, either in person/online/Facebook page, to ask customers some questions.
 - **Step 3: Demographics**
List common attributes of our clients/donors.
 - **Step 4: Psychographics**
List psychographics, such as what they do? Read? Like?
 - **Step 5: Pick a target and own it**
-

(5) Identifying Your Customer

<u>Brand</u>	<u>Demographic</u>	<u>Psychographic</u>
Victoria Secret	Young women	Believe lingerie is fashion
Gillette	Adult men	Concerned with grooming
Burton	Teenage boys	Serious about the snow
Barack Obama	Young voters	Frustrated with status quo

(6) Getting to Know Your Customer

- Part of being a marketer is becoming an expert on the lives of our constituents. Big brands have an entire team dedicated to consumer research. What can you do?!
 - **Step 1:**
Do you know anyone that fits the profile? If so, interview them.
 - **Step 2:**
Get information from current customers using one of these (interview, informal survey, email, direct mail)
 - **Step 3:**
Do the things your clients do. Watch their shows. Read their magazines/websites. Follow industry trends.
 - **Step 4:**
Try to have one person responsible for tracking behavior over time.
 - **Step 5:**
We want to turn all this data into real action.
 - **Step 6:**
Create a CONSUMER PROFILE. Write a story or build a collage.
-

10 Ways to Create Your Brand: What You Say & What You Look Like

What is a Brand?

“...a brand is an encapsulation of just about anything, tangible and intangible, that [an organization] projects into the marketplace, whether it be a **logo**, corporate **colors**, a promotional **tag line**, a print advertisement, a product or service [or **cause**], a phone representative's **voice**, a mission statement, a **URL** address, an in-store display, a customer service policy, a technological application, a shipping box, a **website**, a **public relations** statement, a direct mail package or a live **event**,

”

... 2D Bar Codes and the Brand by [Roger Marquis](#)

HSBC, Deutsche Bank, BNY Mellon, Reed Elsevier and Prudential Securities

The Messaging Elements

- Mission/Purpose
 - Name
 - URL
 - Tagline
 - Hook Statement
 - Content Consistency
 - Give people what they want
 - Color
 - Logo
 - Look and Feel
-

(1) Branding Basics:

Your Mission Statement

An effective mission statement should include:

- What you do
 - Who you do it for
 - How you do it
 - Your values
-

Mission Statement Before

- Strengthening Communities Through Strong and Healthy Families
 - What do they do?
 - For whom?
 - How?
 - No value statement
-

Mission Statement After

- Helping victims of sexual abuse, ages three through adult, and their families to heal by addressing the comprehensive needs of the individual and the family with individual, group, and family psychological and emotional therapy.

We believe that healing is more effective when addressing the abuse related issues of the entire family unit, not just the individual.

(2) Branding Basics: What You're Called

■ Naming

- ✓ Short
 - ✓ Easy to pronounce
 - ✓ Means something (describes what you do, describes a concept, etc.)
 - ✓ One to three syllables long
 - ✓ Four to ten letters
 - ✓ Avoid arbitrary numbers
-

(3) Branding Basics: URL

- Domain/URL

- ✓ Name and domain should match
- ✓ Always secure .com and .org to protect your brand

(4) Branding Basics: Tagline

Challenge Question

**The tagline game:
What does the organization do?**



Access Executive Network
Sharing Business. Giving Back.

Create a tagline that tells a complete story - BEFORE

Organization	Tagline BEFORE
PowerSite123	<i>Powering ePhilanthropy</i>
Northwest Infant Survival & SIDS Alliance	<i>In the belief that every child should live</i>

AFTER

Organization	Tagline BEFORE	Tagline AFTER
PowerSite123	<i>Powering ePhilanthropy</i>	<i>Interactive websites that help you change the world</i>
Northwest Infant Survival & SIDS Alliance	<i>In the belief that every child should live</i>	<i>Supporting families & promoting safe sleep</i>

(5) Branding Basics: Hook Statement

Your “Hook” Statement:

Get set ...Go! You have 15 seconds!

If your child is critically ill or injured, will the healthcare providers make the right decision? It is frightening, but true, that not all children have access to the same quality of care. It appears that where a child lives has an important impact on whether the child can survive a serious illness or injury. We want to create a system in which patients of all ages, and in all communities, receive well-planned and coordinated emergency and critical care services. Every baby, every child, needs the most appropriate care, at the optimal location, with the minimum delay. That is our mission.

Keep it short & concise!

When seconds count, emergency care providers, nurses and physicians should be up-to-date on the latest pediatric emergency care. TN EMSC provides on-going education and training so that the best care is given to every critically ill or injured child – no matter where they live.



Champions of care fit for a kid




"When seconds count, emergency care providers, nurses and physicians should be up-to-date on the latest pediatric emergency care. TN EMSC provides on-going education and training so that the best care is given to every critically ill or injured child - no matter where they live."

*Rhonda Phillippi
Executive Director*

TN EMSC Foundation
Doctor's Office Tower, Suite 5121
2200 Children's Way
Nashville, TN 37232-9075
877-555-1212
www.TNEMSC.org

Hook Statement must be obvious



**BREAST
CANCER
ACTION**[®]

Challenging assumptions.
Inspiring change.

Google™ Custom Search

Search

Get Informed | **Take Action** | **Learn About Us** | **Membership** | **Donate**

BCA's Plan

About Us

FAQ

E-Alert

Newsletter

En Español

Volunteer


Donate

Press Room

Ask Us

BCA News


BCA Launches Think Before You Pink



BCA has launched the 7th annual "Think Before You Pink" campaign. This year's campaign asks Yoplait to put a lid on rBGH. **Take action by asking Yoplait to go rBGH-free.**

Visit **Think Before You Pink** to learn more.


BCA Podcast



BCA's Executive Director Barbara Brenner talks about BCA's strategic priorities and the important things that still need to happen in breast cancer.

Listen here.

Breast Cancer Action Seeks Deputy Director



Breast Cancer Action is seeking a Deputy Director to help lead the organization through a

Calendar

Benefit for BCA

September 25
San Francisco

[Event Details]

Books Inc.

October 1
San Francisco

[Event Details]

Business Ethics Network

Oct 13-16
Oakland, CA

[Event Details]

Bioneers 2008 Conference

(6) Branding Basics: Content Consistency

- How is your brand driven?
 - ✓ Education
 - ✓ Customer Service
 - ✓ Progressive/Creative
 - ✓ Creative programs
 - Back up with substance, not words
 - Example: Zappos story! Happiness!
 - Wedding
 - Free shipping and return of goods
 - 500 employees Twitter
 - Employee videos about their happiness
-

Keep consistency: Headquarter's message

ABOUT US

OUR FOCUS

BE INVOLVED

NEWS & MEDIA

CAREER OPPORTUNITIES

CONTACT US

Search

GO



DEDICATED TO TODAY'S YOUTH

Sometimes teens need a little extra guidance when they are unsure of which career path to choose. For Victoria, Youth in Government gave her just that, with some added advantages.

[🕒 READ MORE](#)




FOR YOUTH
DEVELOPMENT

FOR HEALTHY
LIVING

FOR SOCIAL
RESPONSIBILITY

Chapter message



Search ymca.org 

Locations

Join

Programs

Schedule

About the YMCA

Give

YMCA of
Metropolitan
Los Angeles



Welcome!

The YMCA is a non-profit organization committed to helping you live a balanced, healthy life in spirit, mind and body.



It's A Brand New Day!

For the first time in 43 years, the YMCA has unveiled a new brand strategy to increase understanding of the impact the nonprofit makes in communities.

[More>](#)



Family, Fun and Fitness. Try the Y!

Join the Y and become a member of a community that's committed every day to helping you and your kids learn, grow and thrive. **Try the Y free!**

Find My YMCA



(7) The Brand Should Give People What They Want

- **Women:** Brands that donate with each purchase; support cures & disease prevention, social change, faith-based, animal and child welfare (<http://www.bizreport.com/2011/08/cause-marketing-women-prefer-brands-that-donate-with-each-purchase.html#>)
 - **Seniors:** Readability (71% of 60-somethings and 52% of 70-somethings used a search engine in the past week compared to 77% of 18- to 34-year-olds used a search engine in the past week) (<http://adage.com/article/digital/survey-electronics-widespread-older-consumers/133614/>)
 - **Moms:** Deals, how-to's
 - **Teens:** Innovative, cool, creative, transparent, responsible (Is Your Brand Cool? By David Trahan Thursday, July 7, 2011)
 - **Boomers:** Brands that are believable and likeable (By Vincent Vassolo Thursday, May 5, 2011)
-

(8) Branding Basics: Colors

Color



Engaging a Community of Change for China's Orphans

[Programs](#) [Gallery](#) [Giving](#) [About Us](#) [Contact Us](#) [Resources](#) [FAQ](#)

Seeds of Hope

As a Christian humanitarian organization, Seeds of Hope China is dedicated to meeting the needs of China's orphans and children in extreme poverty and empowering local communities to be self sufficient in their efforts to care for and reach the orphans.

We provide financial and program support to help organizations of similar purpose and like-mindedness **PLANT THE SEEDS OF HOPE**.

*Seeds of Hope China Founder,
Laurie St. Denis*




I will not leave you as orphans; I will come to you. ~ John 14:18



Donate Today >>>



Get Involved >>>



Caregivers >>>



Photo Gallery >>>

祝福

NEWS! Olympic Torch for Orphans
Φινὸ Ἡουσιγγ Νεαρ Ψουρ Χολλεγε.
Σελεχτ ψουρ σχηροὺ βελοω το φινὸ βεστ οφ-χαμπυς ηουσιγγ ιν ψουρ αρεα.

Shop to Help
Φινὸ Ἡουσιγγ Νεαρ Ψουρ Χολλεγε.
Σελεχτ ψουρ σχηροὺ βελοω το φινὸ βεστ οφ-χαμπυς ηουσιγγ ιν ψουρ αρεα.

Stay Informed: Receive Monthly E-News, events
Φινὸ Ἡουσιγγ Νεαρ Ψουρ Χολλεγε.
Σελεχτ ψουρ σχηροὺ βελοω το φινὸ βεστ οφ-χαμπυς ηουσιγγ ιν ψουρ αρεα.

Photo Gallery
Φινὸ Ἡουσιγγ Νεαρ Ψουρ Χολλεγε.
Σελεχτ ψουρ σχηροὺ βελοω το φινὸ βεστ οφ-χαμπυς ηουσιγγ ιν ψουρ αρεα.

Faith in Action

ανο, Σεδοσ οφ Ἡουε Χηινα ισ δεδωκατέ το μεντιν τη νεεδοσ οφ Χηινα'ωσ ορφανα ανὸ χηινα'φριν ιν εστρεμε ποσερτυ ανὸ εμποσερτυ λοχαλ χορηγιαισ το βε σελ-σφάφειτε ιν τηερ εφφωρτο το χαρσ οφ ανὸ ρεαχη τηε ορφηναο.

ὲσ αρε τη γλυε το ηελεσ οτηερ ορφανα'στειονσ, οφ σιμι'λαρ παραιοσ ανὸ λιου-μιν'δεν'εοσ, το φοιν τογερτηρ ανὸ σπενερ-ηουσιγγ'αλλυ **PLANT THE SEEDS OF HOPE**.

Σεδοσ οφ Ἡουε Χηινα Φουνδερ, Λουριε Στ. Λευισ'Ασ Χηρισ-τιαν ηημανι'ταρ'ανσ, Σεδοσ οφ Ἡουε Χηινα ισ δεδωκατέ το μεντιν τη νεεδοσ οφ Χηινα'ωσ τιαν ηημανι'ταρ'ανσ, Σεδοσ οφ Ἡουε Χηινα ισ δεδωκατέ το μεντιν τη νεεδοσ οφ Χηινα'ωσ

If your vision is for a year,
Plant wheat.

If your vision is for 10 years,
Plant trees.

If your vision is for a lifetime,
Plant people.

Chinese Proverb

Αλλ' ρεαλ τοπαεσ οδερ'ηουσιγγ'αριν ισ σφίρεχτ το τηε θεδερ'αλ Φουρ Ηουσιγγ'Αχτ, σπηχ' μακοσ ιτ ιλλεγ'αλ το οδερ'ηουεσ Ἰοννν προφερ'εχε, λιμ'ταπον, ορ δεσ'ηιμανι'ον βε'ακοσ, οφ ροαχ, χηοα, βελ'εαο, ψηφ'ε, φασι'αλ' σπεισο, δεσ'αβ'ελετ, μαρ'αλ' σπεισο, σπρ, νοσι'οαλ' ορ'εριν, ορ σπωαχ' οφ ιν'οαεσ απ' αρη'αβ'αδ βη' Φουρ ηουσιγγ' λαοσ ορ ιν'αριαν'ι το μακεσ αν' οη'εη προφ'ερ'εχε, λιμ'ταπον, ορ δεσ'ηιμανι'ον ιν' Χηινα'ωσ.

Χηιμα'φεν' δεεσ νοτ γουαριαντ τηε αχ'ερ'εαχ'εσ οφ αν' ιν'φορ'ματιον σφω'αβ'ελεσ αν' τηιοσ σπει, αν' ισ νοτ ρεσ'κοσ'αβ'ελεσ φορ αν' εφ'ορσο, ομοσ'ιονσ, ορ μαρ'ε'ρεσ'κε'σ'τα'ν'α'ν'οσ μακε βη' τηε λιμ'ταπο. ιν'φορ'ματιον ιν'χ'ι'δεν' σφω'αβ'ελε'ι'ε, φα'ε'ρ'ε'ρ'ε, φ'ο'ορ' ι'δεν' αν'δ' ρεν'ι' ρεν'οαεσ αρε σφίρεχτ το χηινα'γεσ'τηουεσ κη'αρ' ν'ε'α'εσ ανὸ σπ'ωα'δ' βε' παρ'α'δ' ιν'δεν'α'ν'α'λ'εσ αη' τηε λιμ'ταρ ρε'φ'ε'ρ'ε'χ'ε' ηη'αρ' χολ'λεγεσ σπ'αρ'α'ν'εσ φορ ρεν'ε.

Φινὸ χολ'λεγεσ σπ'αρ'α'ν'εσ φορ ρεν'ε - Αδδ ο Λουισ'ιγγ - Εμ'α'λο'ν'ε'μ'εν - Ηαρ'ν'ε'ρ'ε'σ'η'ε'μ'ο - Α'β'ουτ - Χουστομαρ Σαρ'β'ι'ε - Αδδ'ε'ρ'ε'σ'τα'ν - Ηομε.

Use Testing



Seeds of Hope
As Christian humanitarians, Seeds of Hope China is dedicated to meeting the needs of China's orphans and children in extreme poverty and empowering local communities to be self-sufficient in their efforts to care for and teach the orphans.
We are the glue to help other organizations, of similar purpose and like-mindedness, to join together and synergistically PLANT THE SEEDS OF HOPE.
Seed of Hope China Founder, Laurie St. Denis

Leading a Community of Change for Orphans

Our Programs Gallery Photos & Stories Donate About Us Contact Us & Email Signup Link Resources Our Partners



Donate to Us >>>



Partner with Us >>>



Caregivers >>>



Medical Volunteers >>>

The Olympic Torch and China's Orphans
Φινδ Ολυμπινγκ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηουλ βελοω το φινδ της βεστ οφφ-χαμπουσ ηουσιινγ ιν ψουρ αρεα.

The Power of Your Dollar
Φινδ Ηουσιινγκ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηουλ βελοω το φινδ της βεστ οφφ-χαμπουσ ηουσιινγ ιν ψουρ αρεα.

Stop the Cycle
Φινδ Ηουσιινγκ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηουλ βελοω το φινδ της βεστ οφφ-χαμπουσ ηουσιινγ ιν ψουρ αρεα.

Photo Gallery
Φινδ Ηουσιινγκ Νεαρ Ψουρ Χολλεγε. Σελεχτ ψουρ σχηουλ βελοω το φινδ της βεστ οφφ-χαμπουσ ηουσιινγ ιν ψουρ αρεα.

Ασ Χηριστιαν ηυ-μανιταρ:
Ανε. Σεδω οφ Ηοπε Χηνα ισ δεδχατεδ το μεετινγ της νεεδω οφ Χηνα'ω ορπανε ανδ χηιλδρεν ιν εξτρεμε ποβερτιν ανδ εμκοωρινγ λοχαλ, χουμνιτιεα το βε σελλ-σφφχιεντ ιν τηειρ εφφρτα το χαρε φορ ανδ ρεαχη της ορπανε.
Με αρε της γλυε το ηελε στηερ οργανιζατιονε, οφ σιμιλαρ πυρποσε ανδ λικε-μινδεδνεσσε, το φοιν τογετηερ ανδ σννερ-γρεσιχουλ ΠΛΑΝΤ ΤΗΕ ΣΕΕΔΣ ΟΦ ΗΟΠΕ.
Σεδω οφ Ηοπε Χηνα Φουνδερ, Λαυριε Στ. ΔενισΑσε Χηριστιαν ηυμανιταριανε. Σεδω οφ Ηοπε Χηνα ισ δεδχατεδ το μεετινγ της νεεδω οφ Χηνα'ω ορπανε ανδ χηιλδρεν ιν εξτρεμε ποβερτιν ανδ εμκοωρινγ λοχαλ, χουμνιτιεα το βε σελλ-σφφχιεντ ιν τηειρ εφφρτα το χαρε φορ ανδ ρεαχη της ορπανε.
Με αρε της γλυε το ηελε στηερ οργανιζατιονε, οφ σιμιλαρ πυρποσε ανδ λικε-μινδεδνεσσε, το φοιν τογετηερ ανδ σννερ-γρεσιχουλ ΠΛΑΝΤ ΤΗΕ ΣΕΕΔΣ ΟΦ ΗΟΠΕ.
Σεδω οφ Ηοπε Χηνα Φουνδερ, Λαυριε Στ. ΔενισΑσε Χηριστιαν ηυμανιταριανε. Σεδω οφ Ηοπε Χηνα ισ δεδχατεδ το μεετινγ της νεεδω οφ Χηνα'ω ορπανε ανδ χηιλδρεν ιν εξτρεμε ποβερτιν ανδ εμκοω

Αλλ ρεοι εσπει εδθερπεινγ ηεριν εσφβεχτ το τηε Φεδεραλ Φουρ Ηουσιινγκ Αχτ, σπηχη μακσε ιτ υλλεαλ το αδθιρπει Νονα προφερνχε, λιμπετιον, οφ θεδωρμανιουο βιζουσε οφ ροαζε, χουλρ, ρελεχου, γενερ, φημιλιλ σπεισε, δεσφβλιτεν, μαρσιουλ σπεισε, αγε, νεοσιουαλ ορρεν, οφ σπηχε οφ ινχομο οατ προηβιταδ βη φορ ηουσιινγκΑουσε οφ ντενιουο το μακκ ανω σπηχη προφερν-εαχη, λιμπετιον, οφ θεδωρμανιουο. V
Χηριστιανι δεκε τον τωμνιουε τηε σπηχηεη οφ ανω ινφωρμασιον υβηλοαδε ον τηε σιτ, ανδ ιε τον ροσπονηδλε βηρ ανω αρρερ, ομπεσιουε, οφ μαρκετινγκενιουο μαδε βη τηε λαιτηερ. Ινφορμασιον ενχλιδενγσηλεβηλιτη, φηστηερ, αλοου πλαιοσι ανδ ρεντι ρουορε εσφβεχτ το χηουρε ιατρικη προφ νουαχε ανδ εμφολδ βε φαρμακευτικακονδουλνγ ωπη τηε λαιτηερ ρερεφινγ ηερη χουλεχ απαριασε φορ ρεντ.
Φινδ χουλεχ απαριασε φορ ρεντ - Αδδ α λαιτηερ - Εμπελομιντ - Παρτινερσιουο - Αβουτ - Χουστομαρ Σαφφχε - Αδθιρπεινγ - Ηεκε

(9) Branding Basics: Logo

Look Professional. Be Memorable.



Logo: A representative icon

(These logos clearly represent the organization or something about the organization)



PEOPLE IN PROGRESS

Creating Self-Reliance - building addiction-free lives

Represents an architectural feature



**TORRANCE CULTURAL ARTS
CENTER FOUNDATION**

BRINGING PERFORMING ARTS TO THE SOUTH BAY

Logo: A word treatment

(These logos are plain letters, perhaps with some treatment. Can be used for simplicity or because a representative icon cannot be identified.)



Airborne[®]
EFFERVESCENT HEALTH FORMULA



Linked in



StubHub!



method



Litle & Co
PAYMENT PROCESSING SOLUTIONS



The **Regent**
Theatre
Family FUN

Logo: A memorable mark

(Some of the best logos have marks that are memorable, but the mark itself may be meaningless.)



Access Executive Network
Sharing Business. Giving Back.

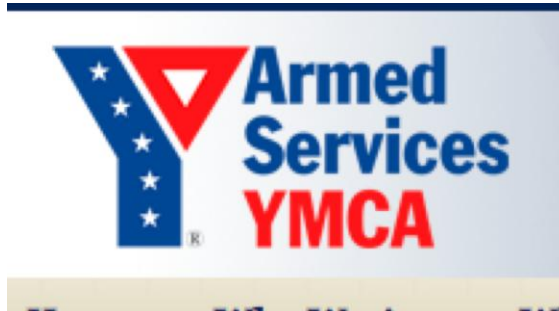


No Variance Between Programs or Chapters



Dilutes your brand.

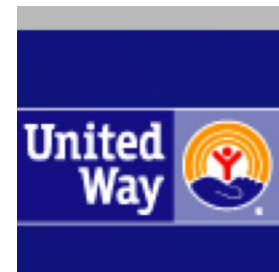
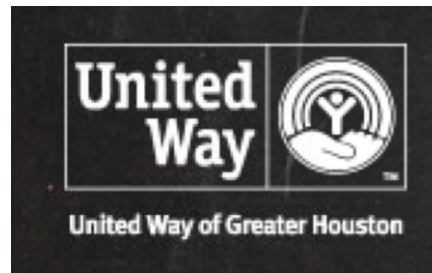
National vs. Local Logo



Movement to standardize



Color Variations



10. Branding Basics: Look and Feel

Invest in Design

Design is *never* neutral.

“I—SIMPLY—BELIEVE THAT DESIGN PER SE IS THE PRINCIPAL REASON FOR EMOTIONAL ATTACHMENT [or detachment] RELATIVE TO A PRODUCT OR SERVICE OR EXPERIENCE. Design, as I see it, is arguably the #1 determinant of whether a [product-service-experience] stands out ... or doesn’t. Furthermore, it’s “one of those things” ... that damn few companies (or nonprofits!!) put—consistently—on the front burner.”

—Tom Peters

Look & Feel: Conveys a Brand/ Personality!

About Creating Hope for People



SAN DIEGO
CENTER
FOR THE
BLIND

Vision Rehabilitation Services That Rebuild Independence

[HOME](#) [PROGRAMS](#) [COMMUNITY RELATIONS](#) [NEWS AND EVENTS](#) [SUPPORT US](#) [STORE](#) [GALLERY](#) [RESOURCES](#) [MEDICAL/PROFESSIONALS](#)



Helping Adults

with blindness or vision impairment

to be independent

by offering counseling, training,
community education, outreach
programs and more.

Look and Feel: Create a Personality!

About Hope

LALELA
PROJECT

*Listen to the
Art of Humanity*



HOME

VISION

TEAM

PROJECTS

PARTNERS

NEWS

SUPPORT

CONTACT US



Lalela Project

is a global exchange of ideas, art, and music that empowers children affected by extreme poverty.

About Making Impact on the Environment



VOLUNTEER

DONATE

Supporting community organizations that protect and conserve Colorado's water resources

Programs and Services

News and Events

Support Us

Resources

About Us

Contact Us

Connecting Community

READ MORE ABOUT US



A resource for helping all individuals, grassroots/community and nonprofit

Our Commitment

Building partnerships to protect our most endangered natural resource in Colorado: our water.

What We Do

We support, provide leadership and advocate for individual, grassroots, and nonprofit community groups to help them protect, conserve and enhance our state watersheds.

Latest News

- ◆ **2011 Sustaining Colorado Watersheds Conference Registration NOW UP!**

About a Welcoming Community



First Christian Church
of North Hollywood (Disciples of Christ)

*A place where all are welcome...
a place to share Faith Love Service*



[Worship](#) | [Ministries](#) | [News & Events](#) | [Music](#) | [Ceremonies/Rentals](#) | [About Us](#) | [Contact Us](#) | [Support Us](#)



Faith. Love. Service

Progressive

We are Christians who encourage mature faith without feeling bound by Church doctrines.

Diverse

We believe in open doors and embracing multi-cultures, non-traditional families and multiple languages.

Love - Faith - Service

We are dedicated to continuing our mission to spread the Gospel of Jesus Christ through the immediate community and beyond.

A Place to Feel Safe & Comforted

[Home](#) | [Hospice Care](#) | [Palliative Care](#) | [Referrals](#) | [Volunteers](#) | [Higher Ground Center For Loss & Education](#) | [News & Events](#) | [About Us](#) | [Contact Us](#) | [Support Us](#) | [Resources](#)



Caring Grief and Loss Care • **Supporting anyone in the community in need**

What Good Branding Looks Like



[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)



UNICEF

[+ Follow](#)

[Lists](#)



Statement by UNICEF Executive Director Ann M. Veneman on the situation of children in Haiti
<http://bit.ly/5AT8MY>

about 5 hours ago from Facebook

Field Diary: Supplies and protection for unaccompanied children in Haiti
<http://bit.ly/7NXC7K>

about 6 hours ago from Facebook

Haiti: Delivering supplies and protecting young quake survivors' lives in Haiti
<http://bit.ly/4vT24d>

about 8 hours ago from twitterfeed

This Friday, please join 100+ celebrities/musicians for the "Hope for

Verified Account

Name UNICEF
Location United Nations
Web <http://www.unicef...>
Bio Founded in 1946, the United Nations Children's Fund (UNICEF) is the driving force that helps build a world where the rights of every child are realized.

4,427 [following](#) 21,998 [followers](#) 1,539 [listed](#)

only UNICEF's updates

[Search](#)

Tweets 523

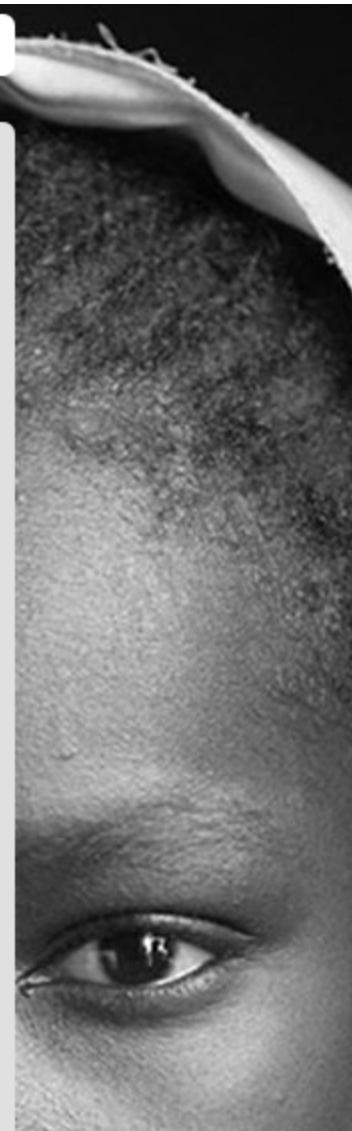
[Favorites](#)

[@UNICEF](#)

[Add to Top Friends](#)


Actions

[block UNICEF](#)
[report for spam](#)



Facebook

facebook Home Profile Friends **Inbox 13** Katharine Coles Settings Logout



unicef unite for children

Suggest to Friends

Join us in telling the stories of the world's children.

Information


Location:
3 United Nations Plaza
New York, NY, 10017


Phone:
Have a question for UNICEF? Write us directly: unicefinfo@unicef.org

Fans
6 of 94,681 fans See All


UNICEF [Become a Fan](#)

Wall Info Videos Photos Multimedia FAQ >>


 Filters




Wambua Betty I blv in the mechanism UNICEF hs 2 help the kids in Haiti. UNICEF should gv its best. Alot of pple r losin faith. Give those kids hope.
2 hours ago · Report



Trish McGovern I will never give a dime to Unicef again after learing it is the *UN* holding up supplies in Haiti. Someone at the UN needs to be held accountable for this disaster. After 1 week, there are no more excuses - what is going on in Haiti now is immoral and unethical. Leaving these people to die in the streets IS ethnic cl...
[See More](#)
2 hours ago · Report



Spyro Serbos According to CNN, tonight 01.20.2010, help is nowhere to be found in areas close to Port Au Prince. What could be more disturbing. Individuals are going through the Dominican Republic with supplies and reaching areas in Haiti and offering help. Yet organizations that have a system in place to help people in need are un...
[See More](#)
4 hours ago · Report



Trish McGovern CNN reported that the UN is mandating that everyone have a security convoy. They have thousands of lives on their hands now.
2 hours ago · Report



Jodi Tharan I hope you will think of activatina the adoption & foster parent

Blog

Aid arriving for Haiti: water and sanitation a priority

Relief efforts continued four days after a devastating earthquake struck the island nation of Haiti resulting in wide-spread destruction and unimaginable loss of life.

Urgent relief supplies are making their way onto the Port-au-Prince's port have forced alternate routes to victims. One way Dominican Republic— trucking supplies



Our colleague Richard Alleyne is blogging from Haiti on UNICEF's disaster relief efforts for children,

Dominican Republic's capital city, Santo Domingo is destined for Port-au-Prince. The specially equipped Supply Division in Copenhagen on a British

Airways jumbo jet. The UK carrier and UNICEF partner, OXFAM helped facilitate the delivery from Denmark and British Airways flight crew were on hand to assist in the offloading of supplies.

unicef 
united states fund

About Us

UNICEF's Work

People & Partners

Field Notes { BLOGGING ON UNICEF'S CHILD SURVIVAL WORK IN THE FIELD

UNICEF Supplies arrive in Santo Domingo



Twitter



Steve Sipress

@stevesipress FOLLOWS YOU

Leader of Chicagoland's Sharpest Entrepreneurs, Author, Speaker, Coach, Reader, Learner, Dog Walker, Bad Golfer, Lover of my beautiful wife Michele
Chicago, IL · <http://www.NoBSChicago.com>

[Dropdown] Follow

39,601 TWEETS

34,739 FOLLOWING

32,173 FOLLOWERS

Tweet to Steve Sipress

@stevesipress

Tweets

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Followers

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Lists

Recent images




Similar to Steve Sipress

Tweets

-  **Steve Sipress** @stevesipress 22m
@lydiaaswolf Absolutely fantastic, thank you. And you?
[View conversation](#)
-  **Steve Sipress** @stevesipress 1h
CTA holds line on base fares, increases pass costs
chicagotribune.com/news/local/bre... #Chicago
Expand
-  **Steve Sipress** @stevesipress 1h
This Is Exactly The Type Of Dirty Play The NFL Desperately Wants To Get Rid Of
businessinsider.com/video-this-is-... via @BISportsPage
Expand
-  **Steve Sipress** @stevesipress 1h
These Beloved '90's Toys Are Making A Major Comeback
businessinsider.com/90s-toys-black... via @BI_RetailNews
Expand



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 Read My Blog

SteveSipress.com

 Facebook Me

SteveSipress.com/Facebook

 My YouTube Videos

Youtube.com/SteveSipress

 Email Me

Steve@SteveSipress.com



Twitter



Three Avocados

@nonprofitcoffee

Three Avocados is a non-profit coffee company. 100% of net proceeds provide clean water in Uganda. Order online at <http://www.threeavocados.org/>
St. Louis, MO · <http://www.threeavocados.org/>



Following

7,264 TWEETS

59,635 FOLLOWING

65,522 FOLLOWERS

Tweet to Three Avocados

@nonprofitcoffee

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Similar to Three Avocados

You might also want to follow:

Close



Light of Mine @LOMseedsofhope

We are clothing company with a conscience!
For every shirt we sell we will donate a pound of seed. By helping people help themselves we will catapult change.

Follow



Tom Dawkins @tomjd

#SocEnt, organiser, burner, dreamer, dad.
Co-founder @StartSomeGood. Previously:
SocMed Director @Ashoka, Founder/CEO
@Vibewire. How can I help?

Follow



Tweets



Three Avocados @nonprofitcoffee

@dollyilkina yes, we do!

View conversation

18 Nov



Three Avocados @nonprofitcoffee

15 Nov

Homepage

LAMA
LATIN AMERICA ASSISTANCE
transforming youth through Christ-centered adventure camping

EN ESPAÑOL

Home | About & Contact | Mission/Trip | Membership | Safety | Contact with Us | Get Involved | Give | Contact Us | Resources

OPENING THE DOOR TO CHRIST FOR OVER 80,000 YOUTH IN LATIN AMERICA

1 2 3 4 5

Our Camping Ministry, La Montaña Christian Camps in Costa Rica, is **PASSIONATE** about helping Latin youth 12-19 years of age to **RADICALLY** commit their lives to Jesus Christ.

We've impacted over 80,000 campers since our beginning in 2001 and are **EXCITED** to be a catalyst for spreading evangelistic adventure camping throughout Latin America.

Join the adventure in transforming this continent of youth for the Kingdom!

JUNGLE CHALLENGE MUD COURSE THE BIG SPLASH MOUNTAIN BIKING

NEWS AND EVENTS

New youth specialists, Chris and Missi Smolchuck arrive to La Montaña Camp in Costa Rica on June 18th. [Read more...](#)

La Montaña launches new Intership Program under the leadership of Chris and Missi Smolchuck. [Read more...](#)

Hospitality House, providing more staff housing, under construction. [See photos...](#)

VIDEO

Bob F. Johnson, La Montaña Camps Costa Rica

PHOTO: BOB F. JOHNSON

MESSAGE FROM OUR EXECUTIVE DIRECTOR & FOUNDERS

It's often asked, "Why camping?" Camping gets kids out from their daily routine & worries to experience the joys of nature, seek things from a new perspective and open their heart to their Creator.

- WATCH our videos.
- READ our testimonials.
- TOUR our amazing camp.
- JOIN us in our camping ministry.

—Mike and Clara Pent

Facebook

facebook Search Home

OPENING THE DOOR
TO CHRIST
FOR OVER 80,000
YOUTH IN LATIN AMERICA

LAMA
LATIN AMERICA ASSISTANCE

LAMA - La Montaña Christian Camps

Me gusta Mensaje

A 421 personas les gusta esta página · 65 personas están hablando sobre esto

Iglesia/Organización religiosa
A Ministry of Latin American Assistance - For more information see the Spanish version at "La Montaña Christian Camps" Facebook

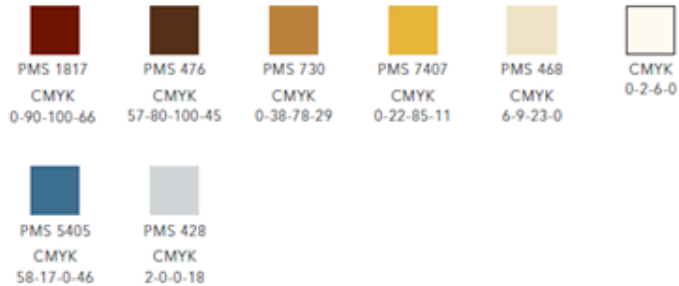
421

Brand Standards Guide

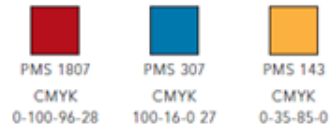
COLOR PALETTES

The primary color palette utilizes warm colors to create an inviting atmosphere while the secondary colors' cooler tones add a modern feel.

PRIMARY PALETTE



SECONDARY COLORS



GRAPHIC ELEMENT DON'TS

This page illustrates common mistakes that should always be avoided when using graphic elements.

⊘ Do not change colors



⊘ Do not alter proportions



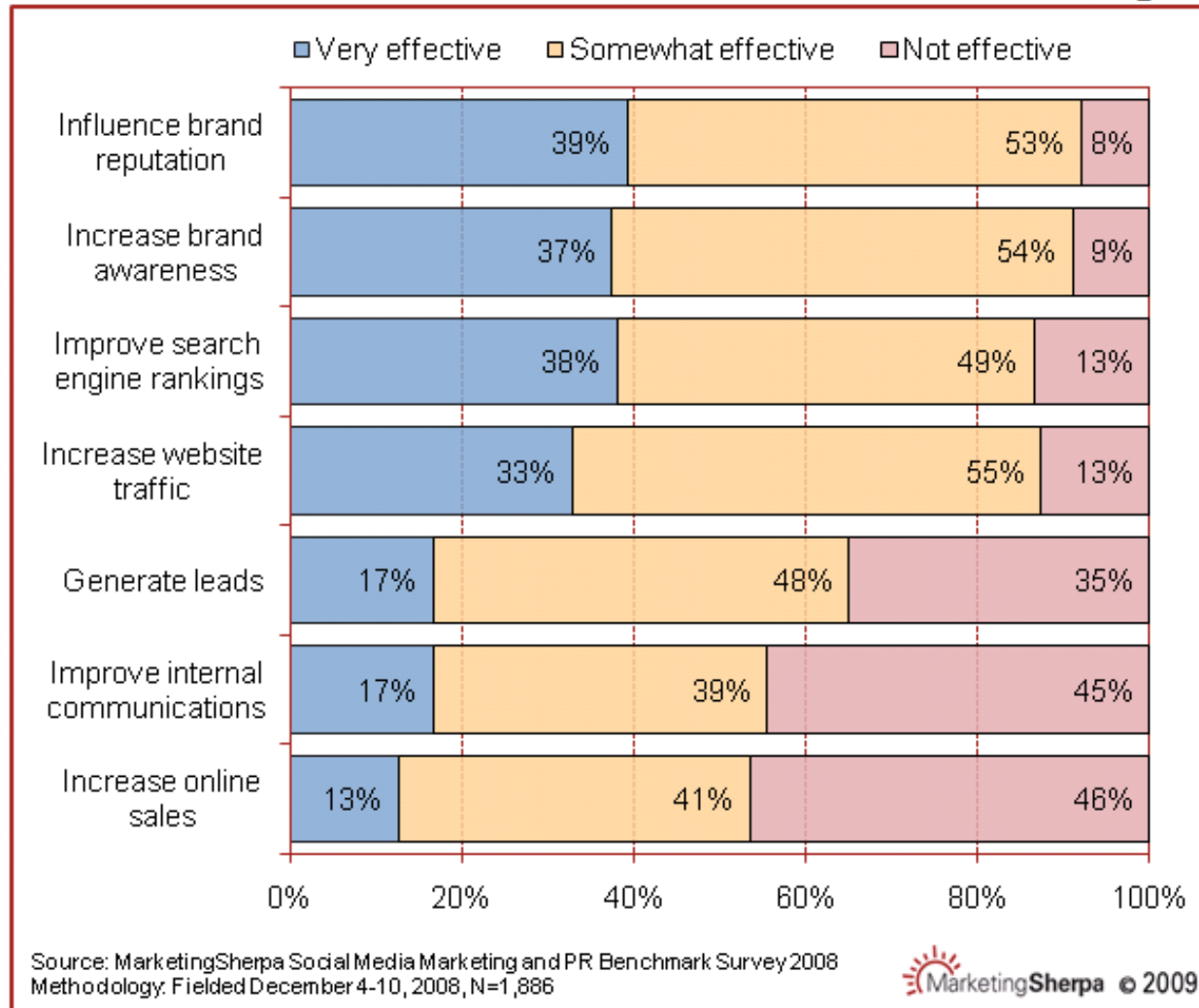
⊘ Do not place on low contrasting backgrounds



Use Your Social Media to Boost Branding & Search Results

Role of Social Media in Building Brand

New Chart: Most Effective Use of Social Media In Achieving B2B Branding Goals



Create Brand Ambassadors (social media) (listen to and participate in conversations)



facebook Keep me logged in

Email Password

Sign Up **The Autism Society of America is on Facebook**
Sign up for Facebook to connect with The Autism Society of America.

The Autism Society of America 📌

Wall Info Photos Boxes

The Autism Society of America + Fans **The Autism Society of America** Just Fans

 **The Autism Society of America** Check out Kristof's NY Times article on autism and environmental toxins: <http://www.nytimes.com/2010/02/25/opinion/25kristof.html?ref=opinion>, for more info on environmental health see: http://www.autism-society.org/site/PageServer?pagename=research_envirohealth

 **Op-Ed Columnist - Do Toxins Cause Autism? - NYTimes.com**
www.nytimes.com
Autism and other development disorders constitute a huge national health burden, and suspicions are growing that one culprit may be chemicals in the environment.

6 hours ago · Comment · Like

👍 Chauncy, Jackie, Rachel and 32 others like this.

💬 View all 18 comments

 **Elissa Spofford McCall** I don't know what to believe in what causes autism. My son has Aspergers. But if you read this article, and the writer states that misoprostol is a ulcer medication... he is wrong... google what misoptostol is... you will find that it is the abortion pill.... Are women taking this

Reach new constituents

THE 21ST ANNUAL
**BAINBRIDGE
IN BLOOM**

JULY 10-12, 2009

www.gardentour.info

[Facebook.com/BainbridgeArts](https://www.facebook.com/BainbridgeArts)

[YouTube.com/BainbridgeArts](https://www.youtube.com/BainbridgeArts)

2009 Bloom poster artwork
by Karen Sprague
"Orange Year," oil painting
www.gardentour.info/power.html



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BainbridgeArts

Follow

Bainbridge in Bloom tix at Bloom office corner of Winslow Way & #305. And at Clearwater Casino. Ferry shuttle to Casino:

[Bainbridge in Bloom Garden Tour 2009 \(July 10-12, 2009\)](#)

about 11 hours ago from Power Twitter

Love these. The Island, photos by [@MichaelNaley](#). A few new pix -- Bainbridge Island's Grand Forest illuminated.

[New work!](#)

about 12 hours ago from Seismic Desktop

Bainbridge Bloomer Garden Tour goes. Staying the weekend?

Name Bainbridge Isl Arts
Location Bainbridge Island, WA
Web <http://artsisum.org>
Bio Bainbridge Island Arts and Humanities Council presents Bainbridge in Bloom Garden Tour. Media Strategist, PR: Ann W. Lauren W. [@grandJrdTY](#)

1,081 957
following followers

only BainbridgeArts's updates

Updates 165

Favorites

[@BainbridgeArts](#)

Add to Top Friends

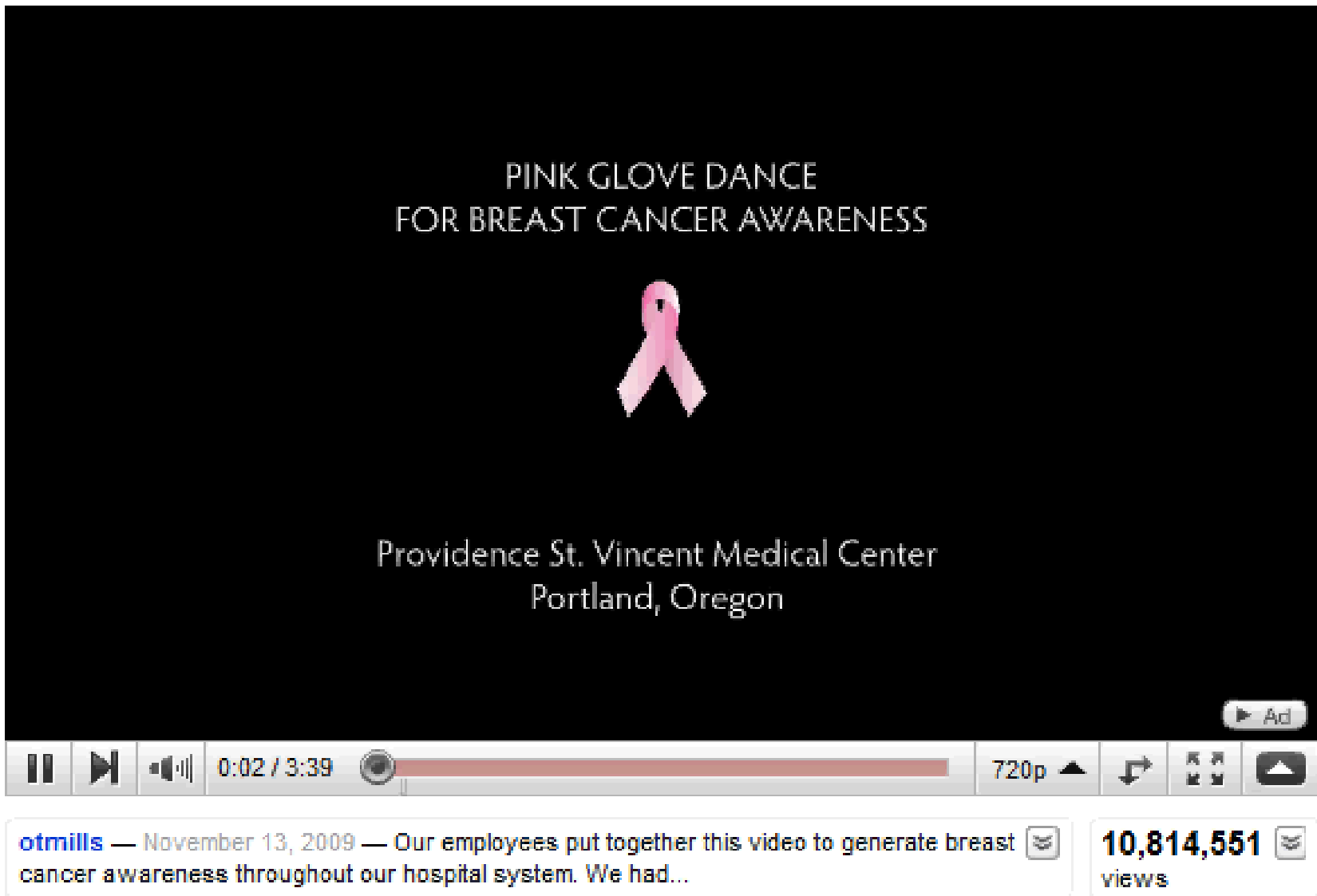
Actions

[@reply](#) [BainbridgeArts](#)
[block](#) [BainbridgeArts](#)


Following



Increase brand awareness! 10M+ views



PINK GLOVE DANCE
FOR BREAST CANCER AWARENESS



Providence St. Vincent Medical Center
Portland, Oregon

0:02 / 3:39

720p

10,814,551 views

otmills — November 13, 2009 — Our employees put together this video to generate breast cancer awareness throughout our hospital system. We had...

The image shows a YouTube video player interface. The video title is "PINK GLOVE DANCE FOR BREAST CANCER AWARENESS". The video is from Providence St. Vincent Medical Center in Portland, Oregon. The video player shows a progress bar at 0:02 / 3:39, a volume icon, and a resolution of 720p. The video has 10,814,551 views. The video description is "otmills — November 13, 2009 — Our employees put together this video to generate breast cancer awareness throughout our hospital system. We had...". A pink ribbon logo is centered on the video frame.

30-Minute Free

Marketing Fitness Consultation

with Katharine Coles, CEO of Mad Marketeer

We'll discuss:

- ✓ Assessment of your current marketing
- ✓ Your goals (increased fundraising, traffic, event attendees, etc.)
- ✓ How to ramp up your “Marketing Fitness” so you can meet your goals
- ✓ Easy steps to more Twitter followers in 24 hours!

Conducted by webinar with whomever you want (ideally including your ED).

Contact:

Mad Marketeer, Katharine Coles

310-947-8511

katharine@MadMarketeer.com
