



Pace University  
Graduate School of Public Administration

The Mission is the Message:  
The Importance of Creating and  
Communicating Your Brand

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# Our Brand



Your mission's success is our business





# But First, We Digress

What are the ways a consultant can help a nonprofit or a foundation reach their fundraising goals?



# Essential Fundraising Services

- Evaluate and Assess Your Current Fundraising Plan
- Develop a New Fundraising Plan
- Perform a Campaign Feasibility Study
- Manage an Annual or Capital Campaign
- Donor and Funding Source Identification, Cultivation and Stewardship
- Develop and Launch a Planned Giving, Major Donor or Alumni Association Campaign
- Fundraising Skills Training for your Staff, Board and Volunteers
- Special Event and Promotional Materials from Save-the-Dates and Event Journals to Advertising, Posters and Giveaways.
- Grant Research and Grant Writing



# Measures of Fundraising Success

Fundraising Success can Mean:

- Reaching Your Annual Monetary Targets
- Selling More Tickets and Sponsorships to an Event
- Attracting New Donors, Board Members and Volunteers
- Raising giving levels of Existing Donors
- Increasing Public Awareness of Your Organization and your Good Work
- An Approved Grant Application



# The Key To Fundraising Success is Impactful Branding

Powerfully expressing your core beliefs, values and competencies in a way that moves people to action!



# What is A Nonprofit Brand?

A Nonprofit Brand is the reputation you have for delivering on your Mission.

It is how you:

- Distinguish Yourself
- Establish Credibility
- Inspire Support



# America's Most Valuable Nonprofit Brands

(The Cone Nonprofit Power Brand 100)







# Some Definitions

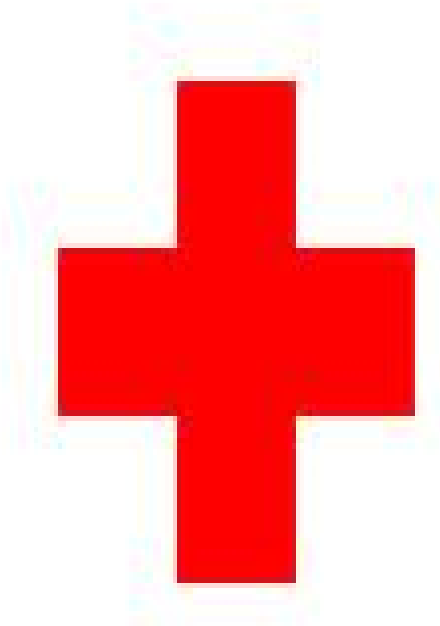
Brand: Who you are and what you do

Brand Identity: The promise you make to your target audience (e.g. what does your organization stand for, what character traits does it possess)

Brand Image: How your public sees you



# Examples of Successful Nonprofit Brands



**American  
Red Cross**



# ...More Successful Brands





# Why are they Successful?





# They Begin and End With Your Mission

A quick review of the definition of “Mission”:

The purpose of your organization

The “What, “How” and “Why” of your organization

- The goal you seek to accomplish
- The business you engage in to accomplish your goal
- The “why” your organization exists

Example from the Alliance for Nonprofit Management:

*“To increase the effectiveness of the nonprofit sector by providing management consulting, training and research.”*



# Other Key Factors



**Differentiation**- Core strengths, value proposition, mission

**Credibility**- Trust & belief that you can deliver your mission's promise

**Authenticity**-Linked to mission in a way that is real and true to what you do



# Other Key Components of a Successful Nonprofit Brand

**Know your audience** - Who are they? What do they think when they hear your name? What do you want them to think?

**Know your messaging goals** – What are you trying to accomplish?

**Create a plan** - Know where to find your audience and craft a plan around experiences you want to conjure



# Just a Few More Factors

**Have a story** - Let it pervade your organization and all messaging-consistency builds equity

**Tap into emotion** - How do you want your audience to feel about you?

**Test your message** - Get reactions from constituents and outsiders



## Branding Collage Group Activity

Developing a brand identity and image for  
The ABC Organization, a Westchester nonprofit



# The ABC Organization

## Mission:

ABC organization is a leader in meeting the lifelong needs of children and adults with significant intellectual and physical disabilities by partnering with the community to provide the highest quality of family-like support and innovative services, life enhancing strategies, education and advocacy.

## Services:

- Residential facilities
- Respite services
- Day programs
- Intermediate care
- Intensive therapy and training
- Bi-lingual Medicaid service coordination

## Clients:

People age 12-60  
143 in residential facilities  
100 in day programs



# INSTRUCTIONS

## Step 1: Do a Quick Brand Assessment (5 Minutes)

a. Assume the following:

Goals: Increase public awareness of ABC Organization and increase number of donors

Target Audience: Westchester donors and community groups that can support ABC in the delivery of their services

b. Identify the core strengths and values you want to communicate about ABC Organization



# Instructions (continued)

Step 2: Create a visual brand collage that reflects the brand identity of the ABC Organization using 5-10 pictures cut out of magazines. (5 minutes)

Step 3: Each group can present the identity and image/positioning.



# Powerfully Expressing a Brand....



# Q & A





**Joanne Essig Stewart, Partner**  
tel/fax: 914-763-8856  
jstewart@goodworksadvisorygroup.com

PO Box 240, Cross River, New York 10518  
[www.goodworksadvisorygroup.com](http://www.goodworksadvisorygroup.com)



**Sharon Guss Pollack, Partner**  
tel/fax: 914-861-2509  
spollack@goodworksadvisorygroup.com