How to Build Awareness and Take Your Marketing From Bland to BRAND!
What is a Brand?

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Simply put, brands are perceptions.
What is a Brand Important?

- Customer perceptions themselves don’t go out and buy products.
- But they are critically important for one reason: perceptions dictate behavior.
If your organization cannot clearly communicate your brand, then the public will have zero chance of understanding it.
So, Why is Nonprofit Branding Important?

1. Standing Out
Good nonprofit branding helps you stand out amongst other similar nonprofit organizations and get your message across in a noisy space.
How we see it...

Here I am with my army of donors!
How the public sees it.

Here I am with my army of charities!
So, Why is Nonprofit Branding Important?

2. Increased Trust and Loyalty
When a brand has been intentionally crafted, properly positioned and aligned to its target audiences, the trust, and loyalty of the audience increase.
So, Why is Nonprofit Branding Important?

3. Fundraising and Increased Engagement
A strong nonprofit brand can help you achieve your fundraising goals by increasing visibility and generating support. A strong brand also increases engagement among supporters and donors.
So, What is Branding?

• Nonprofit branding is all about how the world sees your organization and the work you do.

• Chances are you know what Habitat for Humanity, Red Cross, or UNICEF do. That’s what strong nonprofit branding does. It gets you recognized, and it also strongly influences the way your nonprofit’s messages are received by the public.
A brand is more than its visual identity: the name, the logo, and graphic design.
Brand
NONPROFIT BRANDING
how to get your brand to speak for you
Times and perceptions are changing.

• Nowadays, progressive nonprofits are able to see the potential of branding to transform organizations, galvanize support and brand ambassadors, and help deliver their nonprofit’s mission.
Use Storytelling as a Tool.

• Storytelling is a valuable tool that can help your audience understand the context in which you operate by unveiling the challenges your beneficiaries are facing.

• It can help you build meaningful relationships with your audience, creates trust and credibility, and helps your nonprofit stand out – which is all you want when it comes to nonprofit branding.
Use Storytelling as a Tool.

• While numbers and facts matter, effective nonprofit branding is all about touching the hearts of your audience. If you’re able to have your audience relate to your cause and get passionate about it, it’s likely that they’ll become loyal supporters, donors, and evangelists.
“We have big numbers to share!”

43 Million

One in Six
Statistics may shock and awe for a moment, but they will rarely get people to take action.
While numbers and facts matter, effective nonprofit branding is all about touching the hearts of your audience.
People will always make decisions based on emotion and justify those decisions with reason.
Rudyard Kipling once wrote, "If history were taught in the form of stories, it would never be forgotten."
Maybe this Venn Diagram will help explain why nonprofits have a hard time communicating with their audience.

What nonprofits talk about

What supporters care about
Stop bragging about your nonprofit
Make the story about your supporter.

Show me how I can change the world!
“You”

Dear friend,


Sincerely,

[signature]

Keep the spotlight on the donor and their impact

- Make the donor the hero in your emails and social media
- Replace “I” with “You” - second person narrative
- Emphasize the impact the donor made, not how much money they gave
Together, you and Bridget are fighting for her life

Young women with breast cancer face unique challenges. Thanks to you, Dana-Farber is ready and able to help.

Bridget Spence would be the first to tell you her fight with cancer is a long way from being won. But she also knows things could have been a lot worse. This remarkable young woman thanks you for the

“Dana-Farber’s personal touch takes the fear out of battling cancer.”

Bridget Spence has been battling breast cancer at Dana-Farber Cancer Institute for six years. Today she and her husband, Alex, and their new puppy, Daisy, thank you for all the time they can spend together.
Together, you and Bridget are fighting for her life.

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Storytelling Formula

VISION
SERVED
ENEMY
HERO
War took his home.
Don’t let winter take his life.

TEXT SYRIA TO 45678 TO GIVE $10

YOUR TEXT DONATION OF $10 CAN PROVIDE CHILDREN WITH THE BASIC WINTER NECESSITIES
War took his home.
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ProLiteracy.org
If there are **NO** problems to solve, your donors have **NOTHING** to do!
Dear Nonprofit Organizations,
You are in Sales!
• **Tell authentic stories.** Today’s audience can easily differentiate between a sales pitch and a genuine story.

• **Don’t forget about visual storytelling,** particularly the video – which is one of the most effective mediums to relay messages.

• **Always have a central character.** It’s much easier for people to relate to individuals than to large groups of people or abstract concepts.
People Give to Help ONE Person

1: Three million hungry children need your help.

2. Rokia is a girl from Mali who is starving.
People Give to Help ONE Person

1: Three million hungry children need your help.

2. Rokia is a girl from Mali who is starving.

Raised more money by 243%!
The video campaign features impoverished Haitians reading tweets from the hashtag #FirstWorldProblems
I hate it when my house is so big, I need two wireless routers.
Happy Stories vs. Sad Stories.
How (and when) to use them to create impact.
Meet Cabela
Highly involved supporters prefer to see happy faces.

People who are relatively uninvolved prefer sad faces.
Supporters want to know that they made a difference!

**Conclusion:**
More people give when they are emotionally driven to solve a problem (sad).

And they stay involved when they see their impact making a difference (happy).
THE SAD-HAPPY STORY CYCLE

ASK
Sad Stories

THANK
Happy Stories

REMINDED
Happy and Sad Stories

ProLiteracy.org
People will forget what you said.

People will forget what you did.

But people will never forget how you made them feel.

~ Maya Angelou
Position your organization as a thought leader.

- Submit stories and letters to the editor of a local newspaper
- Drive conversations on social media platforms
- Conduct research related to your mission
- Create great content and disseminate it widely
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ProLiteracy.org
Adult Literacy Episode on Pivot TV

Mom shares her secret after 40 years: Effects of Illiteracy

HER BIGGEST SECRET REVEALED
Learner Journey: From the Darkest Time of Her Life to Airline Captain

Posted by Jennifer Vecchiarelli on May 01, 2019 in Student Stories, Stories from the Field, Women's Empowerment

0 Comments
A Student Story: A Grandfather's Wish

Ruben would pretend to read to his grandchildren from storybooks until one day his granddaughter pointed out, “Grandpa, that’s not what it says here.”
EMPOWER WOMEN THROUGH LITERACY

#WeForShe
THE CASE FOR INVESTMENT IN ADULT BASIC EDUCATION

The goal of the Longitudinal Study of Adult Learning (LSAL), conducted by Dr. Stephen Reder, PhD, was to bring to light the long-term outcomes and benefits realized by adults who participate in an adult education program as they relate to economic outcomes, literacy growth, high school equivalency attainment, postsecondary engagement, and voting activity.

METHODOLOGY

GOAL
The research outlined the long-term outcomes for adults when literacy programs are accessible and adequately funded. Positive long-term outcomes for adults correlate with a positive impact on so many socioeconomic issues affecting the U.S.

RESEARCH
- Randomly sampled 1,000 high school dropouts from Portland, Oregon
- Followed both participants and nonparticipants of adult basic skills (ABS) programs
- Conducted over a 10-year period
- The ages of the study population ranged from 18–44

IMPACT MEASUREMENT
- Economic outcomes
- Literacy growth
- High school equivalency attainment
- Postsecondary engagement
- Voting activity

ECONOMIC GAINS
ABS Participants with more than 100 hours of instruction averaged $10,000 MORE in annual income.
Participants showed mean income gains of 53%, Nonparticipants' income dropped 2%.

LITERACY GROWTH
Individuals who were active in literacy programs were more likely to show an increase in literacy skills than those who were not.
ABS participants, with 100 or more hours in active instruction, improved literacy skills by 19%.

HSE ATTAINMENT
Participants in ABS programs were 35% more likely to obtain an HSE (high school equivalency) credential than nonparticipants.

POSTSECONDARY ENGAGEMENT
Most ABS participants and nonparticipants indicated interest in additional postsecondary education, but participants showed much greater progress toward this goal.

VOTING ACTIVITY
Voting rate of ABS participants grew throughout the research timeframe.

BEGINNING OF STUDY
- nonparticipants voted: 41.7%
- participants voted: 46.9%

END OF STUDY
- nonparticipants voted: 54.5%
- participants voted: 65.2%