



BRAND DISCOVERY process

Branding isn't just about a logo or about marketing. An organization's brand is the sum of all the experiences customers have with that organization. Integrated branding is a leadership practice that aligns all actions and messages with the core value an organization brings to its mission. By aligning every organizational activity and employee action with the brand promise, an organization will create a deep, long-lasting relationship with its constituents.

This is particularly true in the nonprofit sector where donors and supporters choose you based on the impact you make—the total experience you provide. A well-defined, well-executed integrated brand will not only help you build loyal donors and volunteers, it will also help them connect with you in the first place through clear differentiation.

How will this benefit your organization?

Organizations that understand the promise they deliver on a strategic level realize sustainable, long-term growth in community and donor support.

In the case of retail products, for example, when the quality of a name brand's product or service is on par with that of a generic product, studies show that the name brand enjoys a 37 percent price premium on average (Consumer Reports, 1990-1997). How does this information translate into the nonprofit sector? This is more a conversation about value than it is about price. Donors would be willing to give more for strong brands because they believe your organization will have a greater impact than your competitor's. And in an environment where there are many organizations to give to, yours needs to stand out.

The other major benefit of a strong brand, sustainable growth, is also an important focus for nonprofit organizations. Without growth, organizations can't fulfill their mission.

How will brand differentiate my organization?

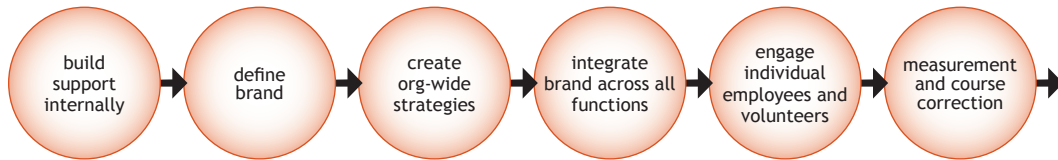
There may be organizations in your sector that share similar missions or tactics. A good example is Habitat for Humanity International, which connects volunteers and resources to build affordable housing for people in need. The organization's differentiation comes from its invitation to volunteers to physically be part of the solution—it's local, compellingly hands-on, and volunteers see immediate results from their own hands.

Dennis Bender, senior vice president of communications at Habitat for Humanity International says the organization first clarified this value both externally and internally to harness its power. Bender said, "There is something unique about the Habitat brand...it is infectious. We refer to people as acquiring Habitatis."

As a result, Habitat for Humanity has successfully leveraged this differentiation to attract members, volunteers and organizational staff, making it easier to attract funding and donations. The organization's fundraising process has been made more efficient by

harnessing the brand to do the work toward growing the support base, without a lot of advertising or marketing spend. They simply recognized the power of the Habitat experience and promoted that in an organic way to entice interest.

Process



Checklist

✓	Steps	Notes
	<p>1. Build support by creating a case for change that can be shared with leadership and management at every level</p> <ul style="list-style-type: none"> • Organization challenges • The relationship between your brand and the overcoming of those challenges • Roadblocks to defining and integrating the brand • What you hope to achieve by defining and integrating your brand 	
	<p>2. Define your brand</p> <ul style="list-style-type: none"> • Identify a brand team <ul style="list-style-type: none"> » Leadership? » Board? » Program/Development staff? » Others? • Conduct new research or assemble existing research • Summarize trends in research • Conduct sessions with brand team to codify brand tools <ul style="list-style-type: none"> » Strategic role » Principle » Cultural norms » Personality 	

Checklist - cont'd

✓	Steps	Notes
	<p>3. Create organization-wide strategies</p> <ul style="list-style-type: none"> • Identify the high level methods you will use to deliver on your brand promise • Identify the metrics you will use to track progress against those goals 	
	<p>4. Work with Board and staff to integrate the brand's promise with the work they do</p> <ul style="list-style-type: none"> • Identify what is in alignment with the brand promise • Identify what is out of alignment with the brand promise • Identify how and what will change to bring work into alignment 	
	<p>5. Engage individual employees and volunteers in delivering the brand promise</p> <ul style="list-style-type: none"> • Educate employees and volunteers on the meaning behind your brand and how that translates into action • Give employees and volunteers a way to continually engage with the brand <ul style="list-style-type: none"> » Communications » Educational opportunities » Internal marketing » Experiential stories 	
	<p>6. Conduct regular audits of brand promise delivery organization-wide</p> <ul style="list-style-type: none"> • Create a system for measurement with constituents • Build these measurements into your organization's strategic planning • Conduct a yearly leadership and Board level conversation about how well you are keeping your brand promise resulting in a yearly brand action plan 	