



**Community Volunteer Connections
Managers Meeting – February 14, 2006
Promoting and Branding Non-Profits**

Branding and promotion of things is not something only needed by corporations that are trying to make money.

In the non-profit sector it is important to get your message across to people. We all want people to know about what we do and be able to access our services or tell others about them. To do this we must promote who we are and what we do in as many ways possible, or in ways that our budget will allow!

“Brand” is a frequently misunderstood word. While it's sometimes used to refer to graphic design elements such as the logo for an organization, it's really a much bigger concept than this. A brand is the impression that the public shares about an organization. It's what we think about an organization when we hear their name.

<http://www.alderconsulting.com/brandingprint.html>

The Canadian Cancer Society, and Red Cross and Amnesty International are organizations that have successful branding images. We do not look at these and think how awful it is that they have this brand, but we look at them and think of the good things that stand behind the brand.



Canadian Cancer Society
Société canadienne du cancer



Canadian Red Cross



amnesty international

Through reviewing literature on non-profit promotion and branding, the common themes were:

- Don't be afraid to do it! Branding and promoting of nonprofits can be a useful tool
- Use your brand to reflect your values and activities
- Use the internet and your website as a vehicle:

Your website is an ambassador too. Many visitors to your site won't have any other contact with you. Do you want people to see your organization as innovative?

Knowledgeable? Friendly? Politically savvy? Your website needs to demonstrate these qualities for you.

Excerpt taken from: (<http://www.alderconsulting.com/brandingprint.html>)

- **Word of mouth:**

Many small- and medium-size nonprofits and businesses often shy away from branding because they think it requires large advertising budgets, which most can't afford. Others believe that once they have developed a logo and have agreed on their brand identity, their next step is to go public with their brand messages.

What they often fail to realize is that some of their best branding opportunities are through word of mouth that starts with their employees, volunteers, donors, and service recipients. If they are passionate believers in the work that you do, are valued as partners in achieving your mission, and well versed in the messages you are seeking to send to your audiences, then these people are the best Brand Ambassadors you could hope for.

Consider this: the founders of both Amazon.com and Google relied exclusively on word of mouth to get their companies off the ground.

Excerpt from:

Larry Checco. From *Branding for Success: A Roadmap for Raising the Visibility and Value of Your Nonprofit Organization*. 2005. <http://www.checcocomm.net>

The following is a list of useful links to some websites that talk more about promoting and branding for non-profits.

A Brand New World for Non-Profits

This is a research paper done at University of British Columbia, which explores the pros and cons of nonprofit branding.

http://www.sauder.ubc.ca/faculty/research/docs/weinberg/IJNVSM_Brand.pdf

Influencing Your Brand through Your Website

Your website speaks volumes about your organization. Is it saying the right things? This overview of branding concepts will help you tailor your website text, features, information, prioritization, and graphic design to ensure constituents and funders see you as you would like to be seen.

<http://www.alderconsulting.com/brandingprint.html>

Branding Through Websites Presentation

www.alderconsulting.com/resources/branding.pdf (PDF file)

An alternate, more detailed, version of this same information, as presented at the NTEN 2005 conference. It includes many images and screenshots as examples

DK Holland on Nonprofit Branding

<http://www.fdncenter.org/pnd/npodesign/npodesign.jhtml?id=37800053> (Part 1)

[Part 2](#) | [Part 3](#) | [Part 4](#)

DK Holland has a fantastic four part series on defining nonprofits brands, written for the Foundation Centre. As there doesn't seem to be any index to the whole series, here's a link to each part.

The 3 Most Effective Nonprofits Marketing Tools

http://www.help4nonprofits.com/NP_Mktg_3EffectiveTools_Article.htm

NonProfit Marketing Tool #1: Writing

NonProfit Marketing Tool #2: Speaking

NonProfit Marketing Tool #3: Word of Mouth

Google Grants

The Google Grants program supports organizations sharing our philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts.

Designed for 501(c)(3) non-profit organizations, Google Grants is a unique in-kind advertising program. It harnesses the power of our flagship advertising product, Google AdWords, to non-profits seeking to inform and engage their constituents online. Google Grants has awarded AdWords advertising to hundreds of non-profit groups whose missions range from animal welfare to literacy, from supporting homeless children to promoting HIV education.

Outside the U.S – We are not currently accepting applications from charitable organizations based outside the U.S., but plan to expand our program in the coming year. To be notified via email should we begin accepting applications in your country, please email googlegrants-updates@google.com with the text 'International Application Mailing List - <insert your country name>' in the subject line.