



**The Gathering Place**  
*a refuge for rebuilding lives*

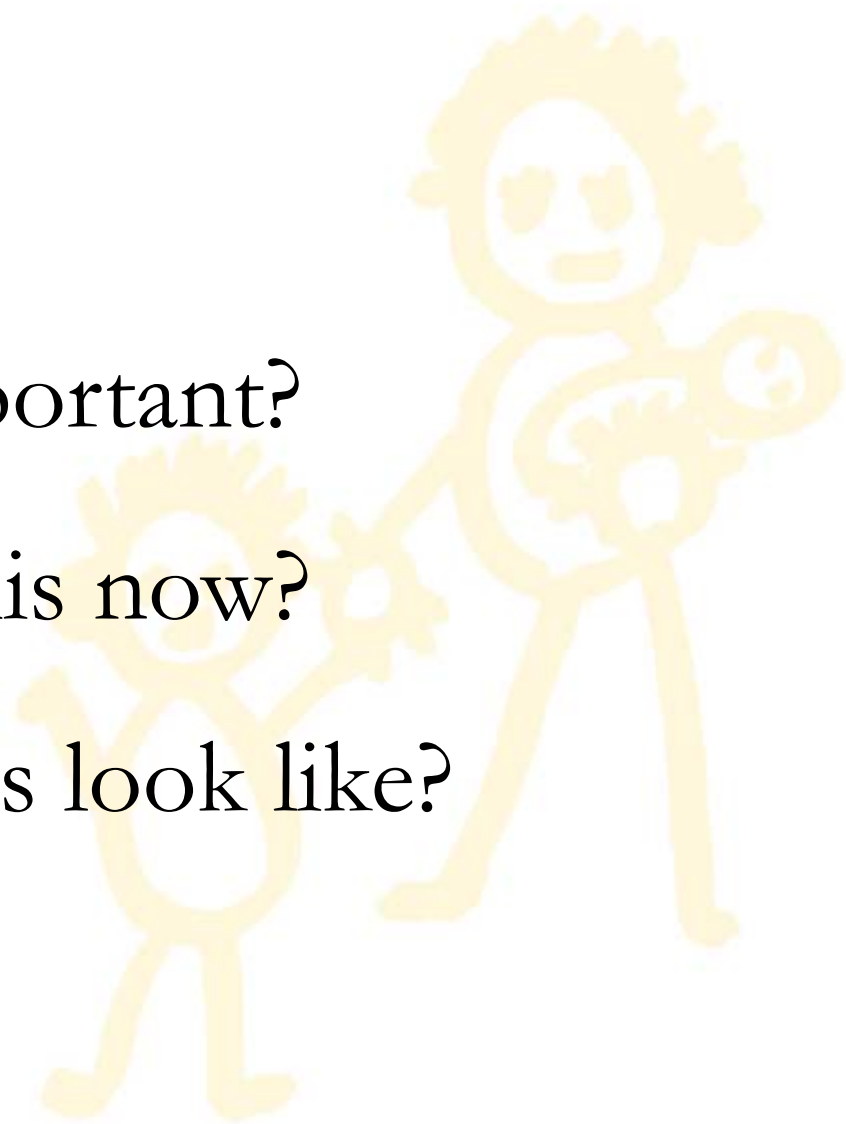
# BRANDING 101

What is it? Why does it matter for us?

**The Gathering Place**  
All Staff Meeting  
October 9, 2012

# BRANDING 101

- What is a brand?
- Why is branding important?
- Why are we doing this now?
- What will the process look like?
- Fun exercise.

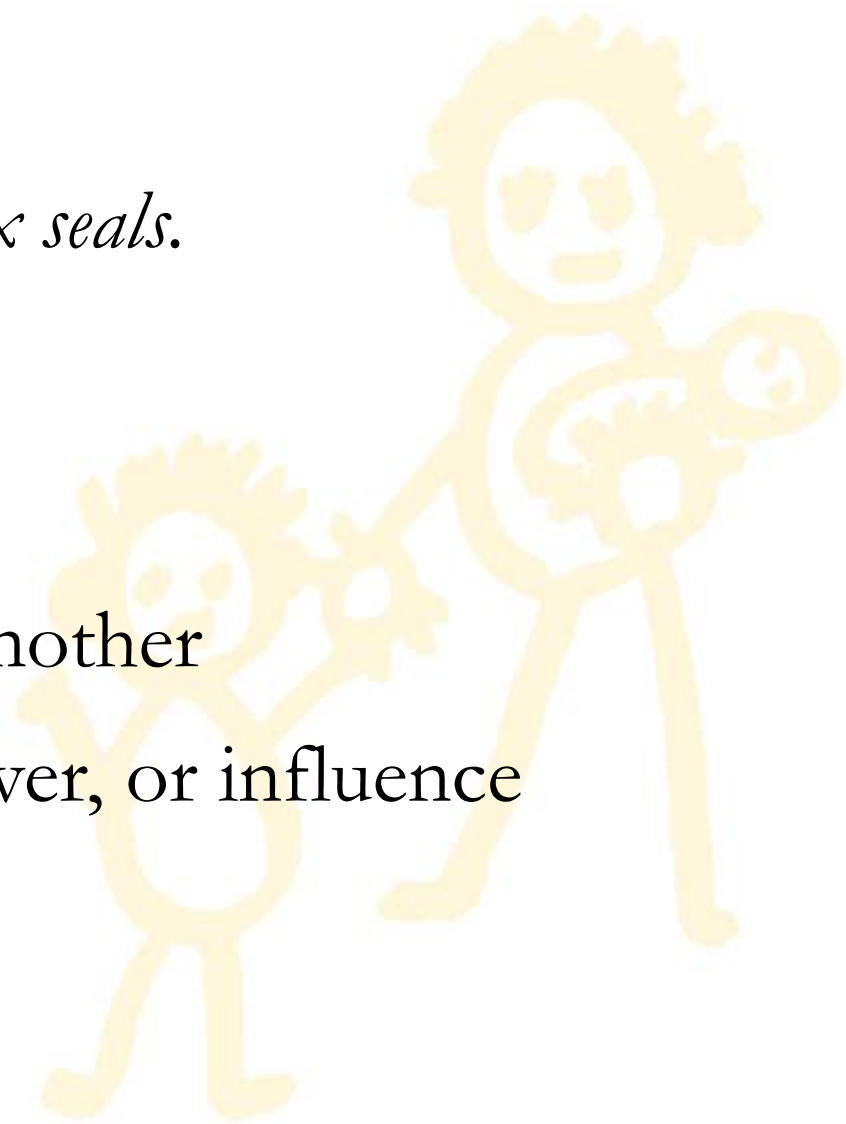


# What is a brand?

*First used on livestock and wax seals.*

Why?

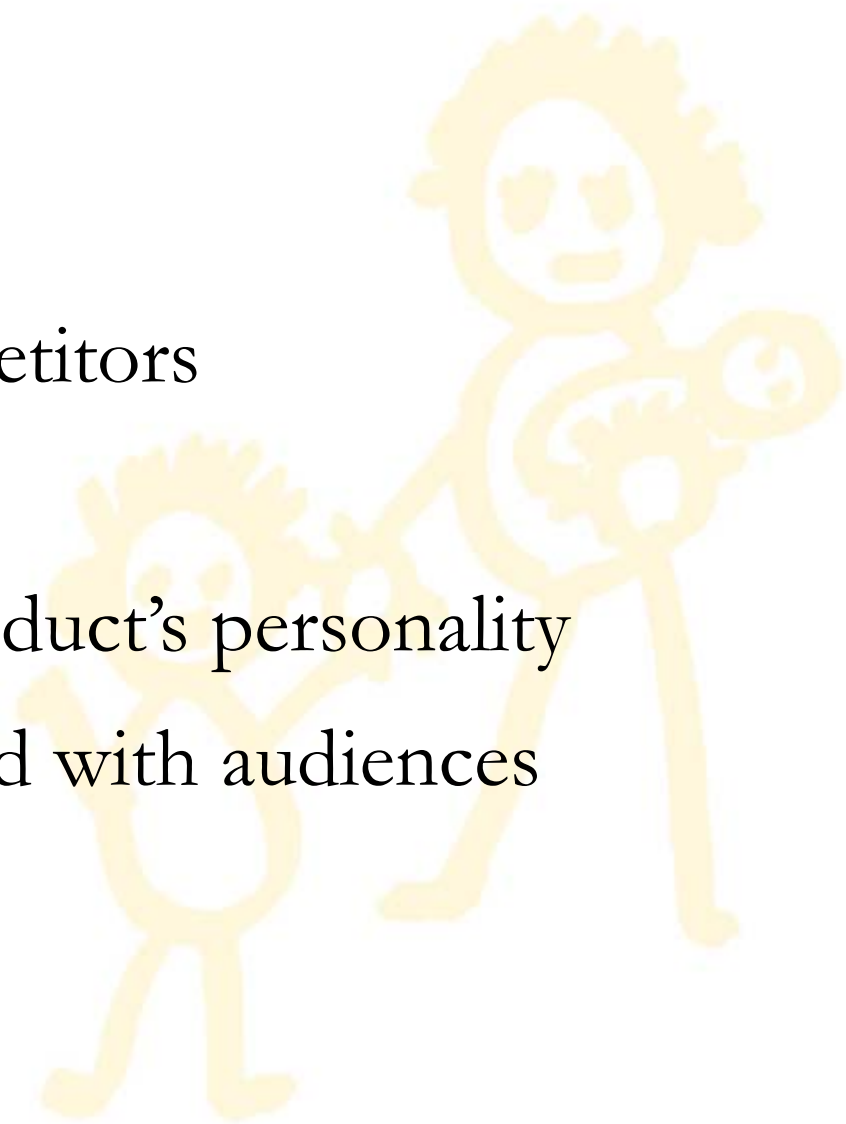
- Show ownership
- Differentiate one from another
- Demonstrate wealth, power, or influence



# What is a brand?

Brands now

- Differentiate from competitors
- Express identity
- Build a company's or product's personality
- Create an emotional bond with audiences



# What is a brand?

But, what exactly is a brand?

- Graphic identity (logo, fonts, colors)
- Organization's personality (messaging style, workplace culture)
- Internal perception (mission, values)
- External perception (reputation, experience)



# What is a brand?

“A brand is a psychological construct held in the minds of all those aware of the branded product, person, organization, or movement. Brand management is the work of managing these psychological associations.”

- Nathalie Kylander & Christopher Stone,  
*The Role of Brand in the Nonprofit Sector*



# What is a brand?

Our brand is the sum total of everything we do.

- It's how our building looks.
- It's what is in our email signatures.
- It's how each of us answers the question: "Where do you work?"
- It's the feeling every member of our community gets from being here.



# What is a brand?





# What is a brand?



# What is a brand?



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# What is a brand?



**SOUTHWEST  
AIRLINES**



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# Why is branding important?

“A brand is the sum of the good, the bad, the ugly, and the off-strategy.”

- Scott Bedbury, *Brandstream*

“A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.”

- Michael Eisner, *Disney*



# Why is branding important?



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# Why is branding important?



**American  
Red Cross**



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# Why is branding important?

For us

- Debunk misconceptions
- Differentiate from other nonprofits
- Create an emotional bond with everyone in our community
- Engage more individuals in our community
- Inspire change



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# Why is branding important?

“A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.”

- Michael Eisner, *Disney*

Our brand is about more than a logo or a brochure or a website.

**It's about you.**





# Why are we doing this now?

“Invest first in the extraordinary execution of your mission. Then invest in the promotion of what makes you extraordinary.”

- Elizabeth Turnbull,  
*Nonprofit Branding Demystified*



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# Why are we doing this now?

Perfect timing

- New mission statement
  - Better articulation of who we are, rather than simply what we do.
- New vision
  - Strong desire to inspire others – organizations, individuals, communities – to embrace our values and philosophies.



# What will the process look like?

For you

- November: Words survey
- January: Branding 201 at All Staff Meeting
- February: Branding exercise at a Staff Meeting
- March: Follow up, if needed

# What will the process look like?

## Other pieces

- November: Branding 101 for board
- November/December: Words survey for board, members, community partners, friends
- January: Branding 201 for board
- January/February: Internal brand audit
- March: Follow up, as needed

# Fun exercise. (As promised.)

Break into groups of 5.

You have 10 minutes to name the companies that correspond to the taglines given on your worksheet.

The team with the most correct at the end of that time wins.





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