

Branding: Building Donor and Client Loyalty

COMMERCIAL BRAND POWER

Products exist on supermarket shelves...



... but brands exist in the minds of people.



Nonprofit Brand Power



Brand Definition

**A nonprofit brand is a
relationship that
sells your organization
by helping you build visibility
and communicate value.**

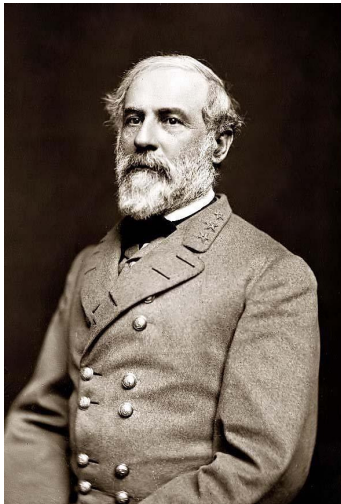
Brand Benefits

- **Donor and client promise; a mark of quality**
- **Permits simplification as choices multiply**
- **Serves as an introduction when entering new service areas or offering new services**
- **Identity for staff**
- **Face to donors, clients and general public**

Brand Example: Robert E. Lee High School



1968 reunion



Home of the Fighting Generals



Robert E. Lee High School

Big change in student body over 40 years:

Students by ethnicity (2007-08)

- Hispanic 75%, African American 10%
- Asian/Pacific Islander 8%, White 6%
- 54 countries and 40 languages

78% qualify for free or reduced lunch

Big change in educational approach -- moving to 10 small learning communities (e.g., Health, Arts, Human Services)

How to reach out to parents and students to promote enrollment?

Robert E. Lee High School

New Brand Solution



Home of small learning communities

Benefits of new brand solution supporting new educational direction:

- New brand and slogan were shared at student/faculty assembly – the presentation and follow-up communications helped reposition the school and build enthusiasm for the new direction
- Student outreach and recruitment improved

Brand Audit – some key questions

Brand Scope

Service focus?

Donor and client audiences?

Brand performance & trend

Brand positioned and performing?

Who is the brand up against?

Consistency of use?

Where's the growth coming from?

Key Marketing Issues

Key strengths and opportunities?

Key weaknesses and threats?

Major market segments?

What value and major messages are communicated?

Marketing Goals and Programs

Marketing strategies and activities?

Critical success factors?

Actionable marketing plan?