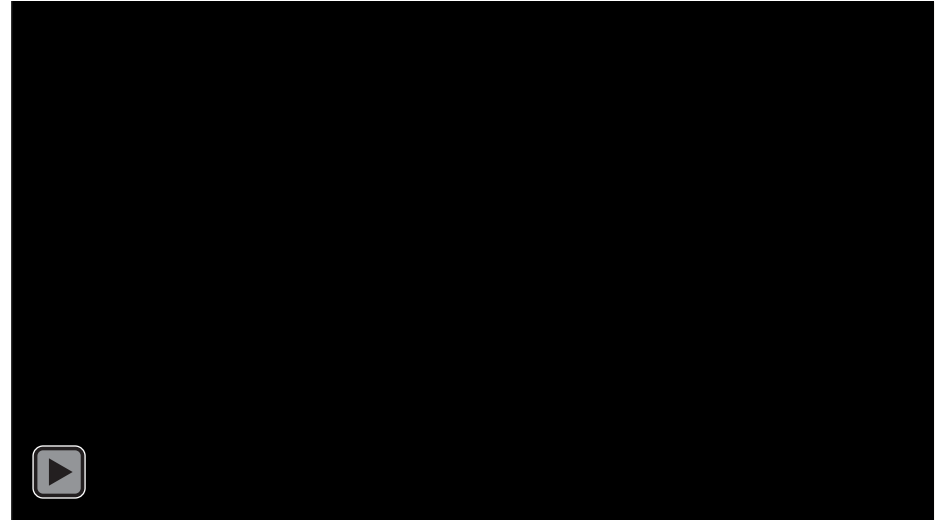


MARKETING GUIDE

# Considering a Branding Project? 6 Questions to Ask

## INTRODUCTION

Congratulations! If you are reading this, then you are likely considering how to better articulate your organization's brand. Branding energizes your organization and provides clarity about your identity, purpose, and message to the world. Creating the right brand strategy can also be challenging, time-consuming, and a significant financial investment. We've outlined what's involved and what it will take for your branding initiative to succeed. Read on, and then let's talk about whether Mission Minded is the right fit to lead your organization's re-branding effort.



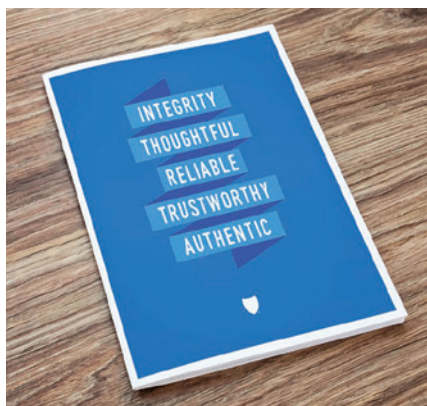
You may also view the video here: <https://vimeo.com/277330083>

# 1 What does branding even mean?

Your organization already has a brand. It's the reputation you've created through your past efforts. But is the brand you have the brand you want?

What reputation should you cultivate in order to attract increased support for your mission? While the process of brand building can be complex, **in its simplest form brand is just another word for "reputation."** By articulating how your organization wishes to be perceived—what reputation you wish to have—and then doing everything possible to send the right brand signals, you'll build the brand that will help you achieve your mission.

**Your brand is not your name, logo, or tagline.** You might want to read that again. Your name, logo, and tagline are signals about what your organization stands for. Your brand is the combination of facts and emotions that come to the minds' of your audiences when they think about you. Imagine a prospective donor sees your logo. What's the first idea they're likely to associate with you? *That's* your brand.



*"I rest well at night knowing that I have Mission Minded in my corner."*

**Christine Maulhardt**  
Director of Communications  
Blue Shield of California Foundation

# 2 What's at stake?

Branding changes how others perceive your organization and how you perceive yourself.

Think of strengthening your brand as the process of asking, answering, and acting on a series of questions:

- What is the current brand (reputation) of our organization?
- Where is that brand strong and where is it weak?
- Who are our most important audiences?
- How can our brand be conveyed succinctly?
- What words, phrases, and visuals must we use to bring our brand to life?
- How should we act, look, and sound to bring our brand into focus?
- What marketing and fundraising tools must we create to promote our brand?

# 3 Is my organization ready to strengthen our brand?

Here are six assets you need in order to be ready to make the most of a rebranding effort. If you have them all, great. If not, take the time to put them in place before you begin so your branding project will run smoothly, and you'll get the maximum benefit possible from the investment.

## Strong Leadership

Successful branding projects require strong leadership. Take time early in the effort to decide who will make important decisions and who will simply be consulted. You will be asked frequently throughout our time together to make important decisions. Often these cannot be left to a committee's vote. If you're the president or executive director, you will consider, debate, listen, and, ultimately, be the decision maker. Are you ready?

## Sound Rationale

Why are you rebranding? It shouldn't be just to look or sound better, or because you've seen other nonprofits do it. There must be a strong business reason to rebrand, such as the need to attract more donors, be a more sought-after partner, attract more ticket-buyers and program participants, or to align your staff and volunteers around your mission or strategic plan.

## Enthusiastic Buy-In

Your board and senior leadership should be in agreement about the need to rebrand, and the business rationale for making the investment. While the board may delegate the work to the staff, ultimately they need to be enthusiastically behind the project. And you'll set the tone. If you're the executive director, you have to be the most enthusiastic of all. It's your job to make the final decisions and rally board and staff around the new brand. Our process is inclusive, so when the results are in, everyone—from the receptionist to the board president—will understand and be excited about your brand and their role in promoting it.

## Realistic Budget

Investing in developing a new brand strategy and creating the new tools to promote your brand takes a significant investment of financial resources. And you'll get what you pay for. So plan carefully and budget realistically so you can do it well the first time.

## Enough Time

While it's great fun to participate in this exciting work, it does take staff and volunteers away from their normal duties. In addition to the financial investment, it's critical to factor staff time into the cost of a branding project. You're not outsourcing, you're co-creating. You and your colleagues will be asked to participate in meetings and conversations with Mission Minded, to gather background information, to coordinate research study participants, and give feedback to Mission Minded.

## Patience

Changing public perceptions takes time. Each interaction someone has with your brand contributes to the overall impression they have about your organization and its value. A thoughtful branding process, including the development of key messages and visual cues like a new logo and website, will help you simultaneously achieve your day-to-day goals and build the brand you need tomorrow.

# 4 What's involved in a branding initiative?

Whether your organization needs to reposition a misunderstood or outdated brand, refresh a relatively strong brand, or create a new brand, Mission Minded has developed a clear path for leading you to success.

## First: Develop Your Brand Strategy

After learning everything we can about you by reading your strategic, fundraising, and marketing plans, and how you've been portraying your work, we'll study the attitudes and perceptions of those who know you best.

- How do internal stakeholders (staff, board, faculty, volunteers) perceive your organization and its value?
- Who are your most important constituents, and how do you believe they perceive you?
- How do you believe your organization should be perceived in order to be more effective?
- What barriers, if any, exist to your being seen as you'd like?
- How has your organization been portraying itself (intentionally and unintentionally)?

*"Now we have the tools we need to nail our brand development and our messaging."*

**Jeri Gill**

Chief Executive Officer  
Sustainable Napa Valley

Once we understand what insiders think of you, we'll move outward to survey the perceptions of your target audiences—those without whom you cannot succeed.

We'll use a variety of research methods based on your needs and budget to uncover new insights about the reputation you have now, and the one you need to charge powerfully forward. We'll conduct one-on-one interviews, and potentially focus groups and web-based surveys as well.

We'll be studying what the barriers are to your greater success and how they can be overcome. Research can be expensive, but it doesn't have to be. Mission Minded is experienced in working with nonprofit organizations to make maximum impact with small budgets, so we'll tailor the research phase to get you the most valuable information with the least expenditure possible.

Based on everything Mission Minded has learned, we'll gather a cross-section of people in your organization and talk about your BrandEquation™. Our highly interactive (and fun!) BrandEquation session includes enlightening examples and engaging exercises that draw out additional insights from your team that become the foundation for your brand strategy—and success.

Time and time again we hear from our clients that this session is one of the most valuable steps in our process. It brings internal stakeholders together, and the result is always the same: a group of participants feeling enthusiastic and aligned about being powerful brand ambassadors.

The goal of this meeting isn't group-think, mind melding, or word-smithing. It's to imagine the possibilities for your reputation, and what it could become. Following the session, it's our job to prepare the draft BrandEquation for your review. We will discuss and fine-tune it with you as needed to ensure it's just right.

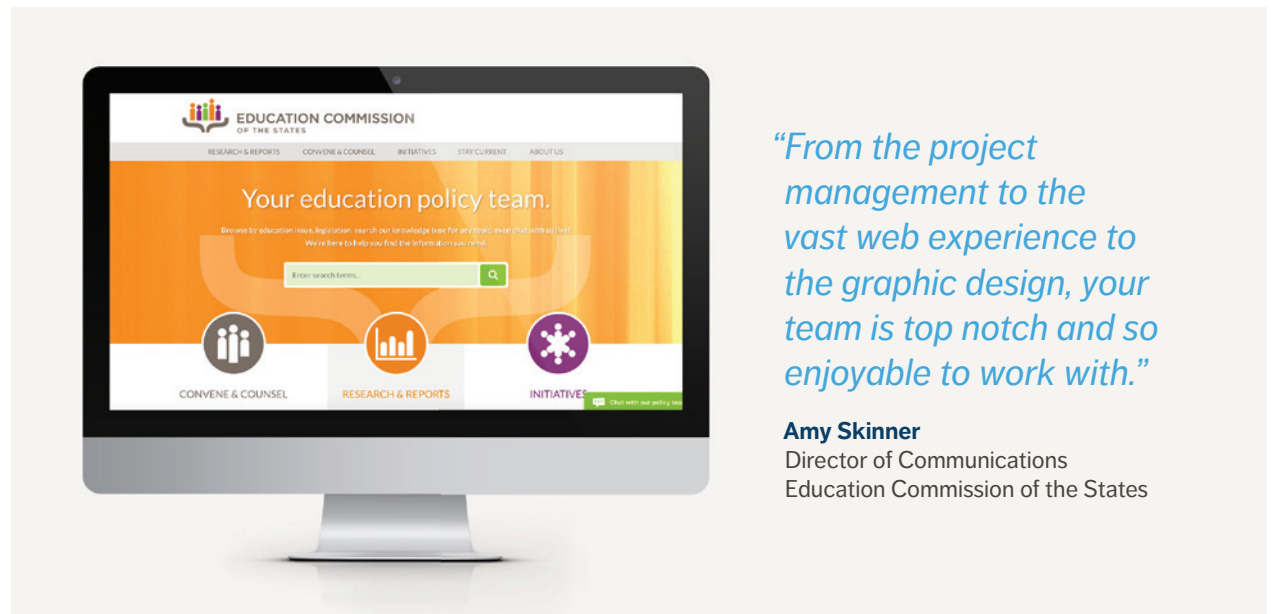
Ultimately, we're aiming to summarize your brand into a single **Brand Promise**, a succinct distillation of your brand that reflects the heart of who you are and why you matter. A good brand promise acts as an inspirational rallying cry for all board, staff, volunteers, and others charged with making good on that promise to your external stakeholders.

### Then, Employ the Minute Message Model™

Our goal is to ensure everyone in your organization understands how to be better communicators and representatives of your brand, so we deliver both **new key messages** and **training** on how to use them. This empowers your whole team to consistently, confidently, and effectively tell your organization's story. Like the development of your BrandEquation, we'll work collaboratively and iteratively with you to finalize your new messages in our framework called the Minute Message Model.

Message recommendations typically include a fresh easy way to convey:

- **The Belief**—What your organization believes that makes you unique
- **The Problem**—A clear description of what problems your organization is in business to solve.
- **The Impact**—What happens as a result of your work? (Hint: It's not facts figures or statistics)
- **The Details**—How you get results.



*“From the project management to the vast web experience to the graphic design, your team is top notch and so enjoyable to work with.”*

**Amy Skinner**  
Director of Communications  
Education Commission of the States

### Now, Bring Your Brand to Life

Building a brand takes more than a branding strategy and new key messages. To launch your new brand, we'll write and design the tools you'll need. This might include:

- A new name
- A new logo or visual identity
- A fresh tagline
- An updated digital strategy, social media plan, and irresistible website
- A fundraising case for support brochure and microsite
- A printed or online annual report
- A marquee video or set of short videos
- Environmental graphics for your office and other locations

Our award-winning graphic design and writing are always based on sound strategy, so you have a cohesive campaign that will serve you now and for years to come.

### Finally, Let's Activate Your Brand

Great brands know that the more consistently they powerfully reinforce their value, the more likely supporters will find them and remain loyal. We'll help you determine how the new brand should influence **how you look**, **how you sound**, and **how you act**, so that you'll be sure the entirety of your organization is in brand alignment.

If you've also changed your name, logo, or tagline we'll help you develop the rollout plan for your new brand, and design the tools to unveil it.

## 5 What does it cost and how long will it take?

Below are ranges for the costs you can expect, along with the typical length of time to conduct the work.

### Brand Strategy and Key Message Development

- \$40,000–\$80,000
- 6–8 months, includes BrandActivation planning session

### Naming

- \$7,500–\$10,000
- 6 weeks

### Tagline Development

- \$5,500–\$9,500
- 4 weeks

### Visual Identity and Logo Design

- \$20,000–\$40,000
- 8–10 weeks

### Digital Strategy and Web Design and Development

- \$35,000 and up, depending on scope
- 3–6 months

### Capital or Fundraising Campaign Case

- \$20,000–\$40,000
- 4–5 months, including writing, design, and print management

### Annual Report

- \$20,000–\$40,000
- 4–5 months, including writing, design, and print management

### Video Production

- \$25,000–\$60,000
- 2–3 months

### Other Printed and Digital Services

From newsletters to social media icons to PowerPoint presentations, we can prepare the tools you need to engage new audiences. Photography and printing are additional and researched and priced based on your needs.

## Learn More

Mission Minded is a branding firm that works exclusively with nonprofits, independent schools, and foundations. We believe you only reach your highest potential if people understand the importance of your work—not just what you do, but why it matters.

Every day we partner with clients like San Francisco Opera, Yale Center for Emotional Intelligence, and the Denver Art Museum to help them determine the brand—or reputation—for which they want to be known. Then we help them bring that brand to life through key messages, logo design, web design, and more.

As a result, our clients successfully raise more money and attract the support they need to achieve their goals. To find out how Mission Minded can help your organization, call us today at 415.990.9360.



*“The visual design is amazing, and the team is very pleased. I honestly didn’t know how we would get to this place of excitement but you have brought us all around and we’re here.”*

### Denise Stepto

Chief Communications Officer  
Energy Outreach Colorado

## 6 How do we get started?

If you’ve recognized that you’ll benefit from a stronger brand or that more clear messages are needed to attract more support, we will be happy to develop a customized proposal for your organization based on your needs, budget, and timeline. Give us a call at 415.990.9360 or email [amplify@mission-minded.com](mailto:amplify@mission-minded.com).