



A Mission Statement is Not a Brand – Building a Great Nonprofit Brand

TAYLOR SHANKLIN

Raise[®]
2021

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Agenda

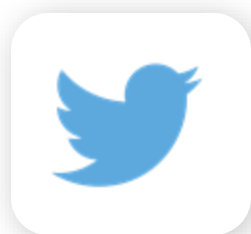
1. A common scenario regarding marketing and fundraising
2. The difference between branding and marketing
3. Branding overview - what it really is
4. Marketing overview - what it really is
5. Building your brand guide
6. Workshop time!



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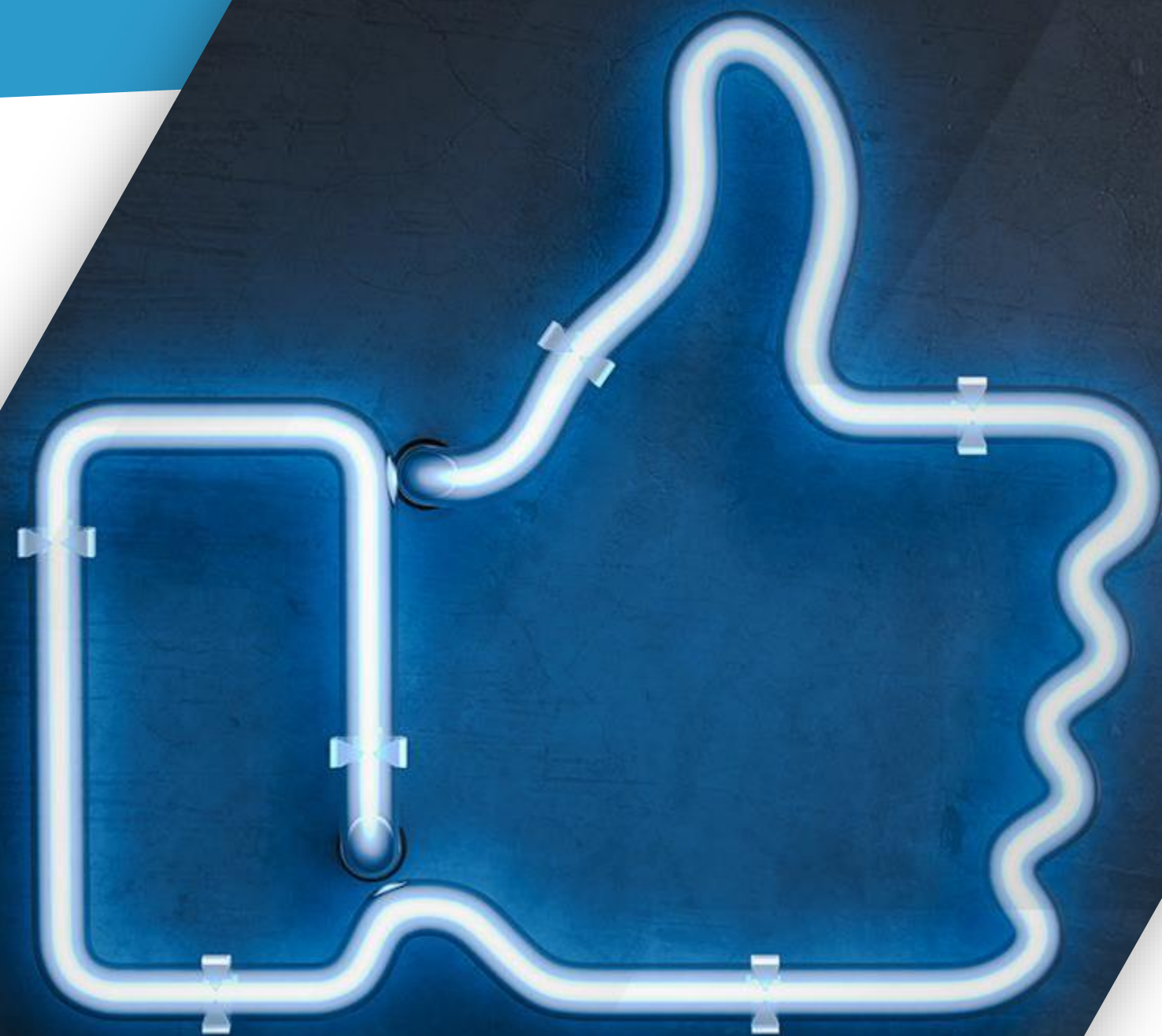
fb.com/onecause



[@onecauseteam](https://twitter.com/onecauseteam)



[@onecauseteam](https://instagram.com/onecauseteam)





BRANDING

MARKETING

BRAND

NAME

LOGO

IDENTITY

QUALITY

STRATEGY

Which should comes first?



Taylor Shanklin, *T-Shank*

CEO and Founder @ Barlele

Show up like the big deal that you are, and then amplify your voice through scalable content marketing.

BAROLELE

only soaring /
www.barlele.com



Mission Statement

(noun)

a formal summary of the aims and values of a company, organization, or individual.

a mission statement to which all employees can subscribe.

Poll

What Is Your Role At Your Organization?

A.Executive Director / CEO

B.Fundraising

C.Marketing

D.Programs

E.Events

F.Something Else





CEO / ED



Development



Marketing



Branding



When Apple released the first iPod, they did **NOT** sell the mp3 player with the most storage.





Apple **DID** sell:
"1,000 SONGS IN YOUR POCKET."

THEY connected their product to
you on a personal, emotive level.



Did you *Know*?



A MIND-BLOWING STAT

80% of brands believe they deliver great consumer experiences.

Only 8% of consumers agree.

*Cannes 2018 International Festival of Creativity
(Bain & Company, Global management consultancy)





why does this happen?

**you are competing
for attention for all
these things
happening in your
donors and
prospects' lives**





normal is noise

don't be normal



snooze fest



talking only about yourself, not listening

(which is boring for your audience)



fear

(of failure)

(of going out on a limb)

(of being different)



Poll



What Do You Think Branding Is?

A. A Logo and Tagline

B. I dunno, something fluffy that marketing does

C. A Promise To Our Audience and Ourselves

D. I Don't really get it...why I'm here today

E. Making Things Pretty

F. Something Else

Branding



"Owning your voice and showing up with it through stories, visualization, and proof of how you bring value into someone's life."

- T-Shank's Definition of Branding

Differentiation



Marketing



"The tactics and strategies to get in front of people and have your voice heard."

- T-Shank's definition of marketing

Amplification





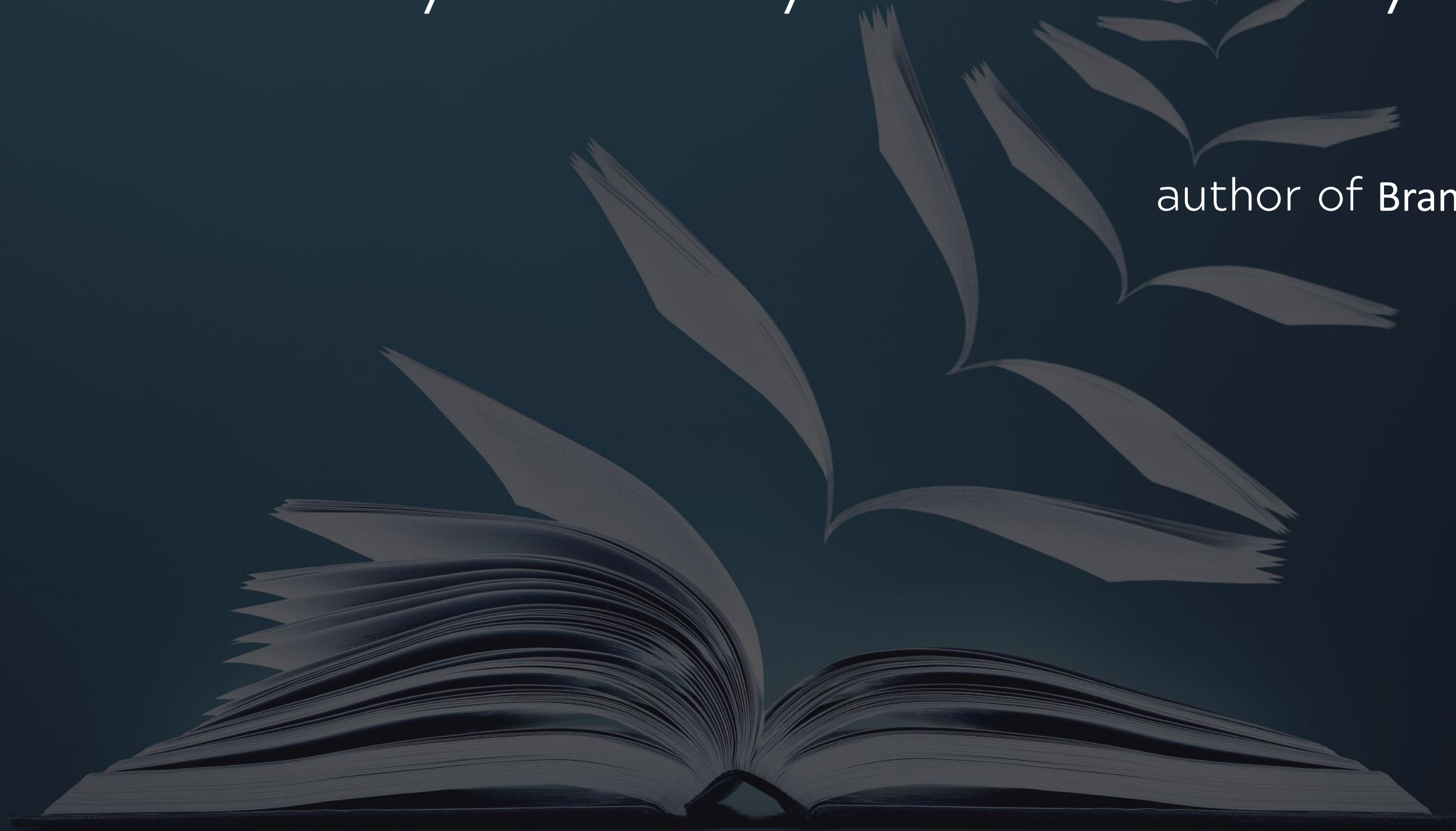
branding first





"If you don't give the market the story to talk about,
they'll define your brand's story for you."

- David Brier
author of Brand Intervention.



**Did you know that
there is Fake News
in the branding/marketing world?**

FAKE NEWS



FAKE NEWS #1

**Brand doesn't
drive revenue.**

revenue



TRUTH



STRONG brands generate interest, attract new audiences, and strengthen the overall marketing strategy.



FAKE NEWS #2

**Spending money on branding
comes after lead gen spend, and
only when there is EXTRA
marketing budget.**





TRUTH

Your brand **story**,
your brand **voice**,
your brand **identity**
should be defined
before spending money
on development and
marketing tactics.



FAKE NEWS #3

Brand Awareness does not convert.





TRUTH

Brand awareness efforts get you seen in the first place. This is what makes people stop scrolling and look up (at you).



WHAT MAKES UP YOUR BRAND

AUDIENCE EXPERIENCE

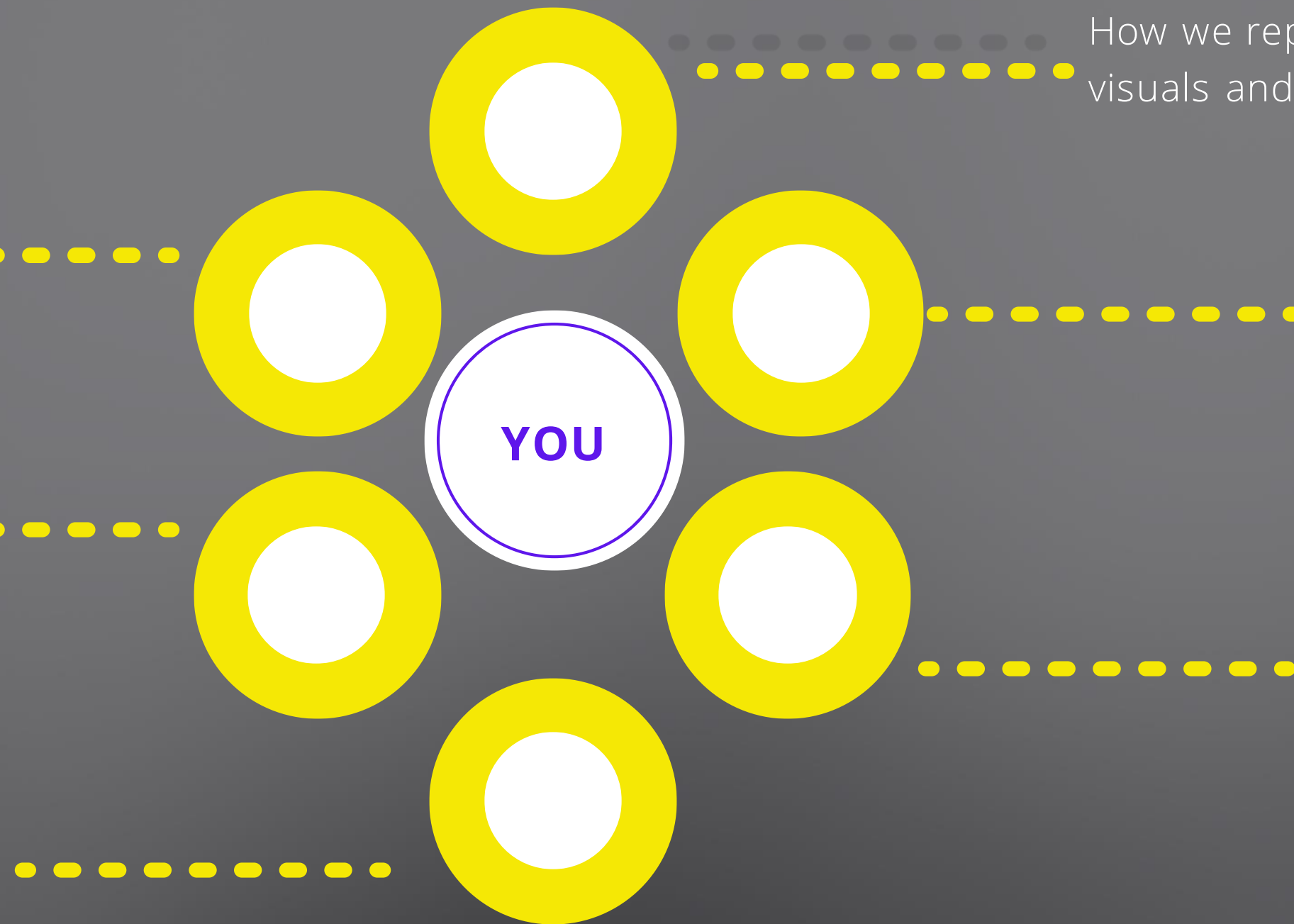
How we serve our customers, donors, volunteers, sponsors and partner with them to solve their problems

PROGRAMS / SERVICES

What we do and how we bring value. *Think impact*

DIFFERENTIATION

What makes us unique. How we solve problems and have impact unlike anyone else.



BRAND IDENTITY

How we represent ourselves through visuals and copy (logos, design, words)

PEOPLE / VOICE

Who we are as people at the organization, how we tell the MISSION story and live out the values of our organization

CHANNELS

Where we show up and interact with people across digital, phone call and in-person events



AUTHENTICITY

Own your truth as an organization.

RELEVANCE

+

CLARITY

What matters to the person on the other side of your brand.

STORY

Storytelling creates common ground between you and your audience.

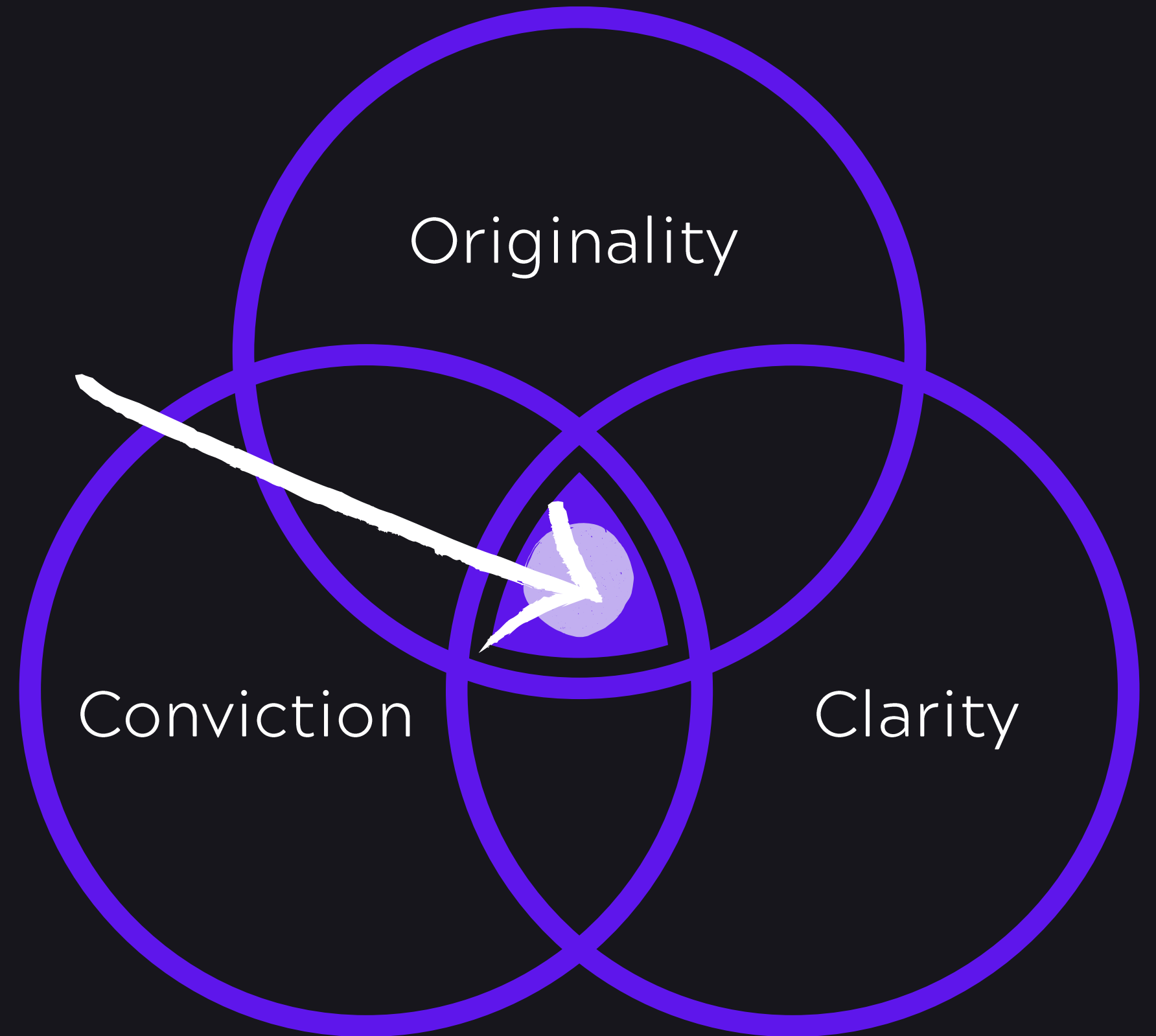


authentic brand framework

Go here.

Building an authentic brand that connects with your ideal target audience.

Speak clearly about what you do and why it is important, in their language.





then marketing



**think about a marketing
that connects with you**

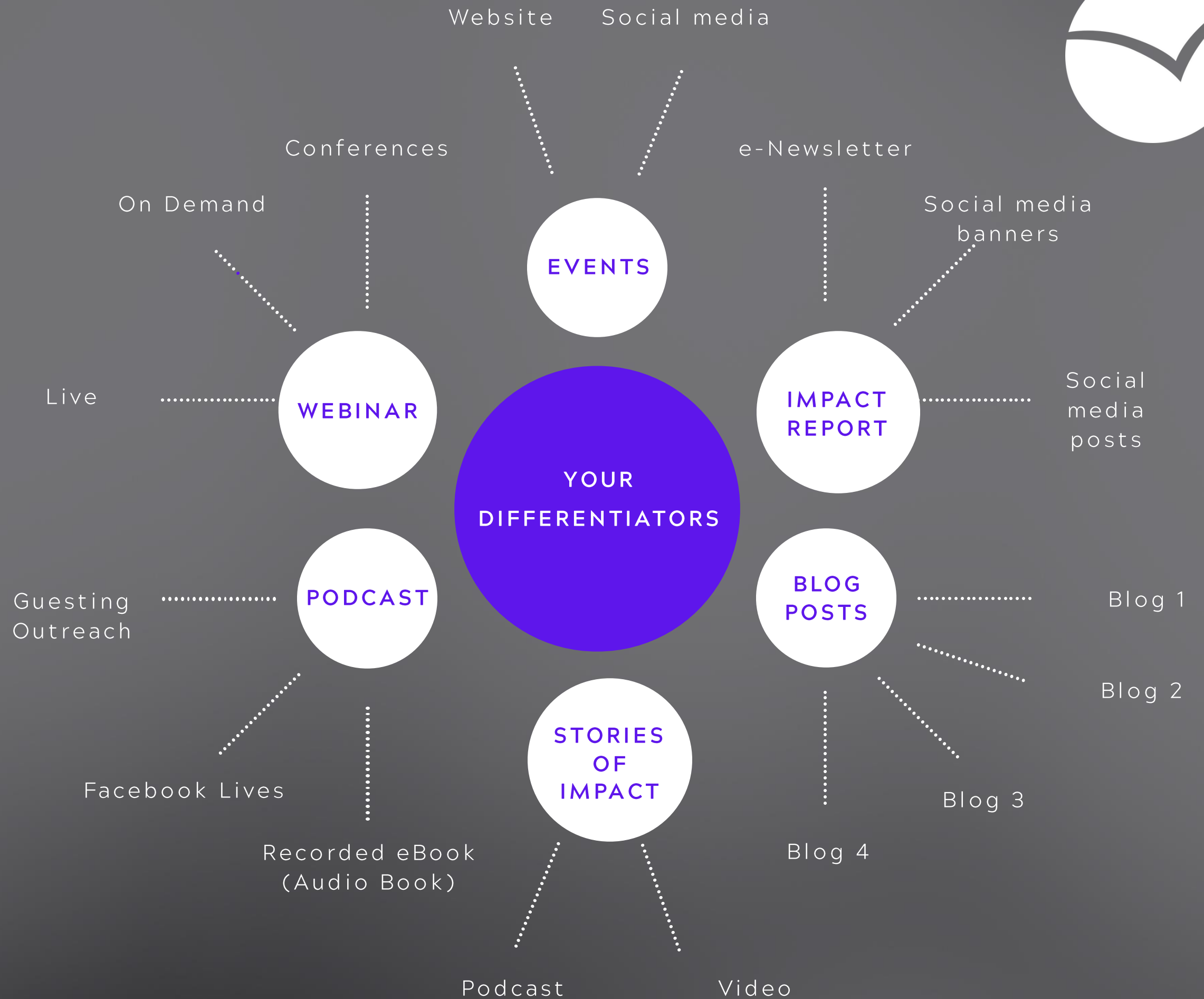
write down why

the barlele method

the places where brand and marketing meet and work together

Create a message map and plan to ensure two critical things for content marketing growth:

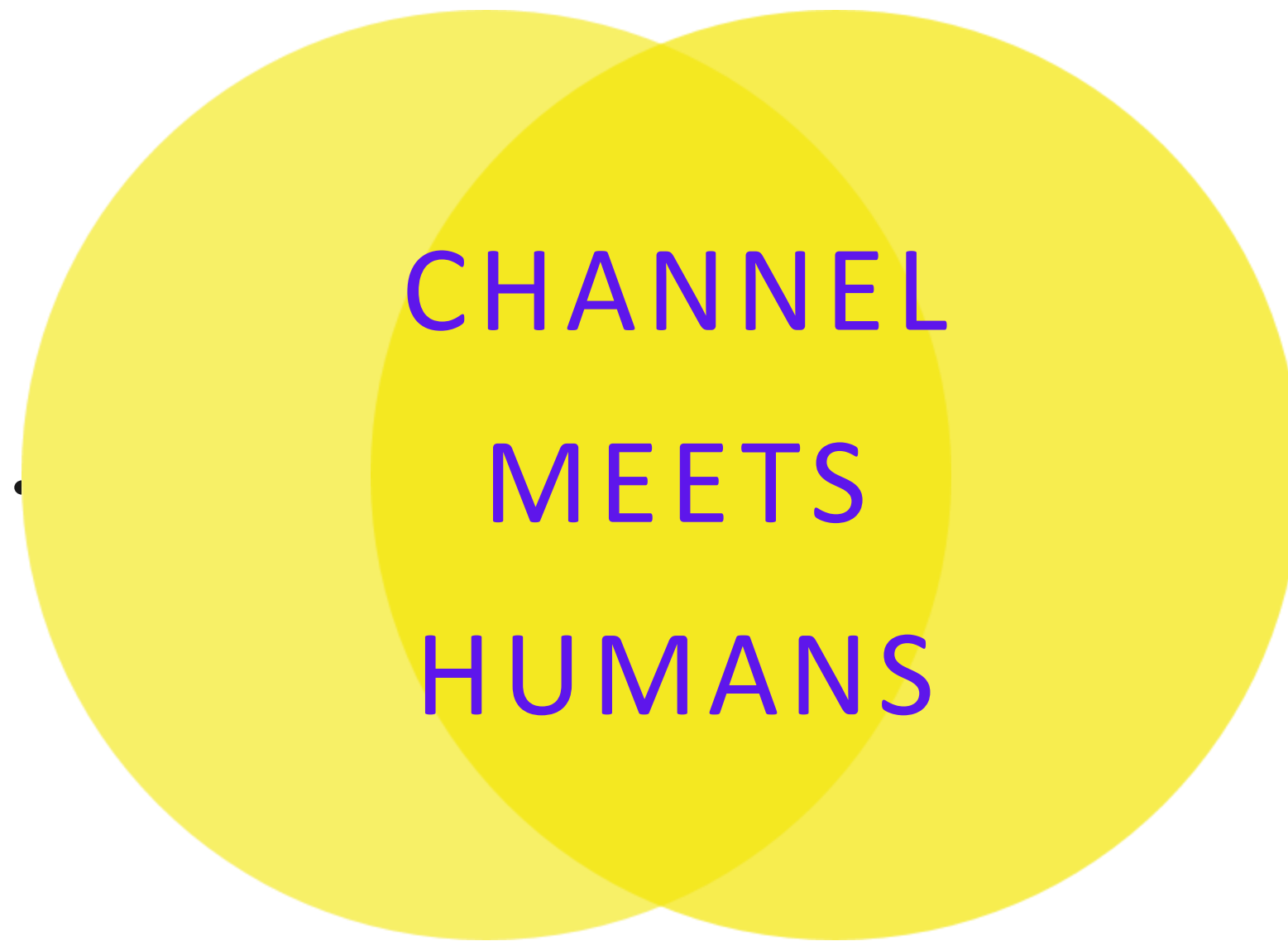
- Define the voice and the differentiators
- A content marketing plan that takes one key piece of content and repurposes it into micro content
- Consistent brand voice, look and styling across all channels and assets



SHOWING UP AS A HUMAN

CONSISTEN

Show up
CY
regularly



**PLAY TO
THE
CHANNEL**

Different channels
have different
"tones" of voice

Poll

What Do You Think Is Holding Your Brand Back?

A. It looks and sounds old school

B. We haven't really focused on it

C. Internal politics, we have a hard time agreeing on "the message"

D. We're Not Sure Where To Start

E. Something Else - Share In The Chat



PILLARS OF THE BRAND STRATEGY

PROCESS



BRAND ESSENCE

- Purpose
- Vision
- Mission
- Values
- Personality



BRAND MESSAGING

- How you are different
- Tagline
- Trusted voice on the subject



BRAND VISUALS

- Logo
- Colors
- Typography
- Imagery
- Type of media

The image features a sunset over the ocean. The sky is a gradient of warm colors, from bright yellow at the top to deep orange and red near the horizon. The water below is dark blue with white foam from the waves. A solid red horizontal band runs across the middle of the image, containing the text.

What is your Brand Essence?

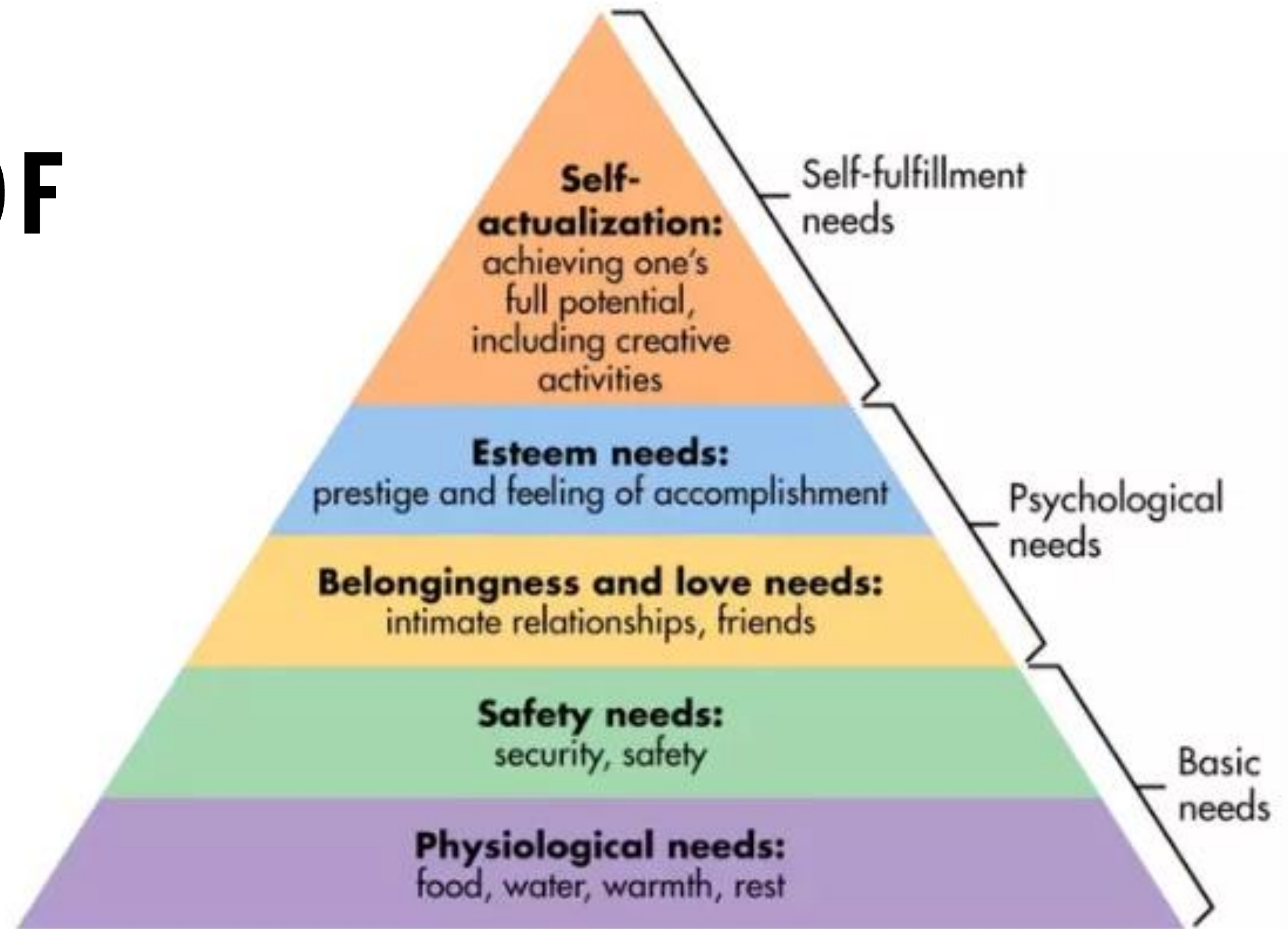
MASLOW'S HIERARCHY OF NEEDS

connecting the human elements of value that your audience needs when choosing to give you a gift.

This is core to defining your case for support (and brand).



MASLOW'S HIERARCHY OF NEEDS



A woman with short blonde hair, wearing a pink long-sleeved shirt and dark jeans, is sitting on a white modern-style chair with wooden legs. She is holding a large blue speech bubble in her right hand and a large green speech bubble in her left hand. The background is a solid teal wall. A red banner with white text is overlaid across the middle of the image. The floor is light-colored wood.

What is your Key Messaging?



Putting the values into clear
language.....WHY IT MATTERS





It matters because....

"1,000 MORE HUGS WITH MOM."



It matters because...

"1,000 MORE MUSIC LESSONS FOR UNDERSERVED KIDS."

A food truck stall with a large tray of cooked meat and a tray of flatbread in the background.

It matters because...

"1,000 MORE MEALS GET SERVED."

It matters because:

"1,000 MORE ELEPHANTS NOW ROAM SAFELY."



- **TARGET**
- **SEGMENT**
- **BRAND**

- **CATEGORY**
- **PROOF**

Yes, there is a Santa Clause, and Yes, you need a positioning statement

ELEMENTS OF A POSITIONING STATEMENT

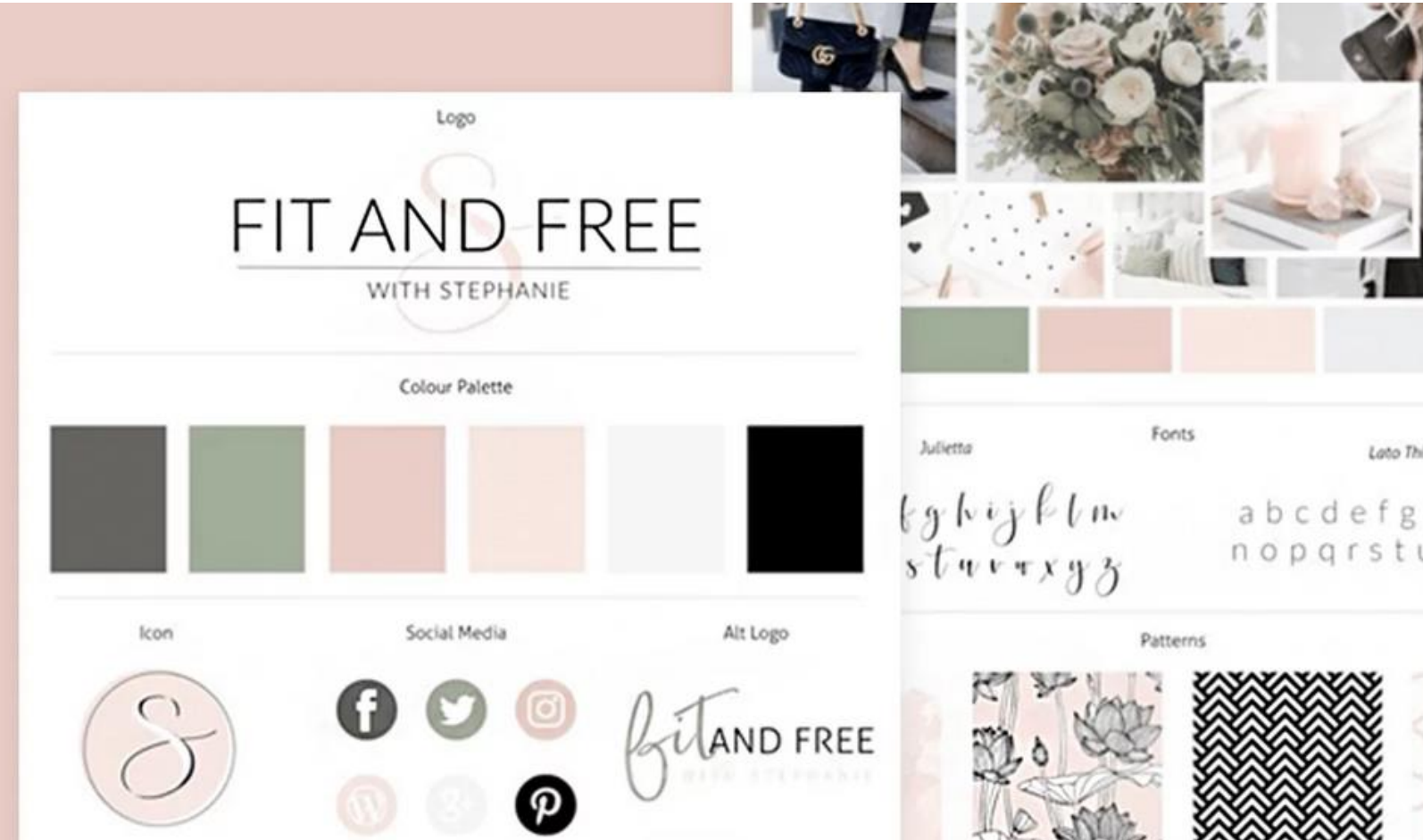
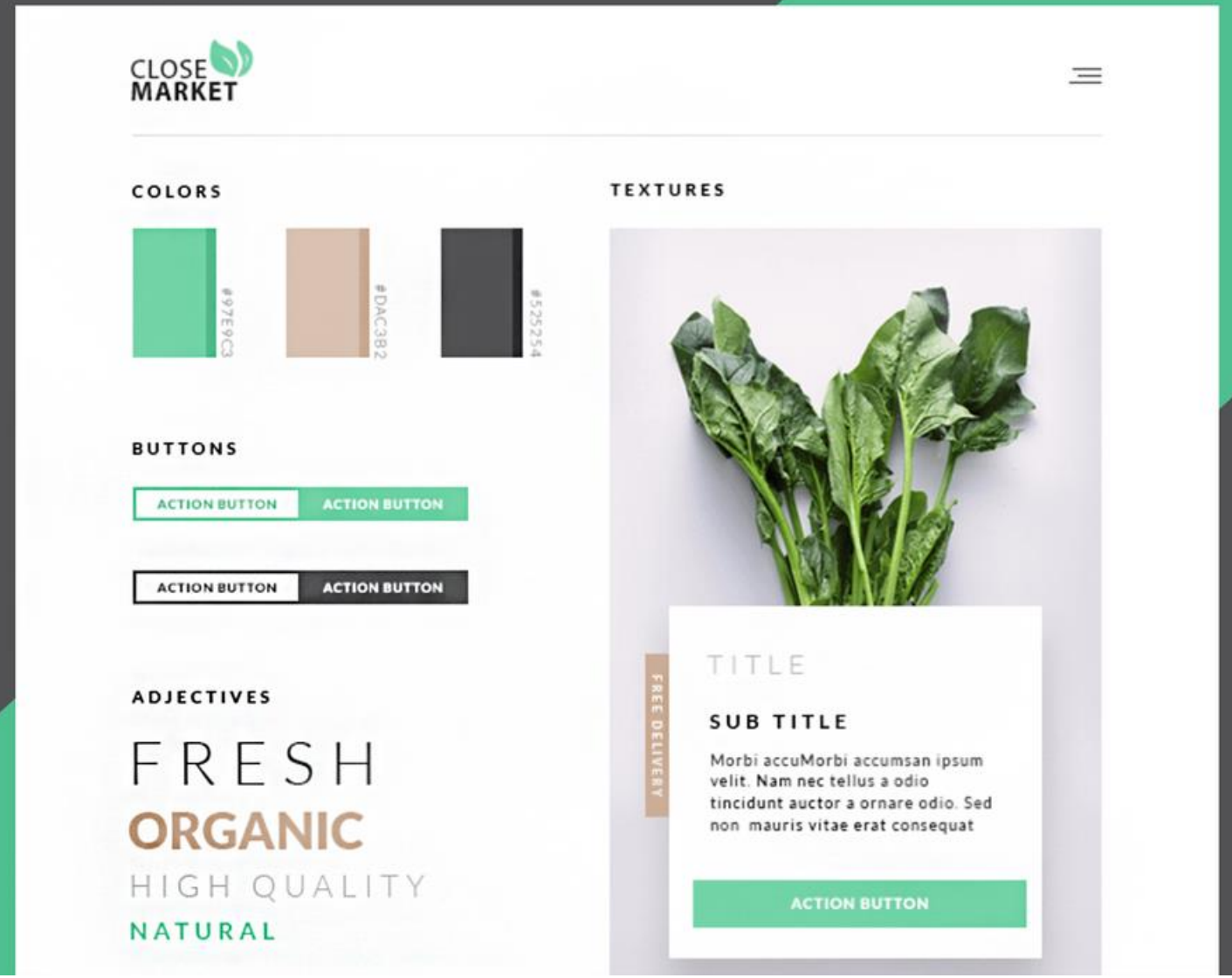
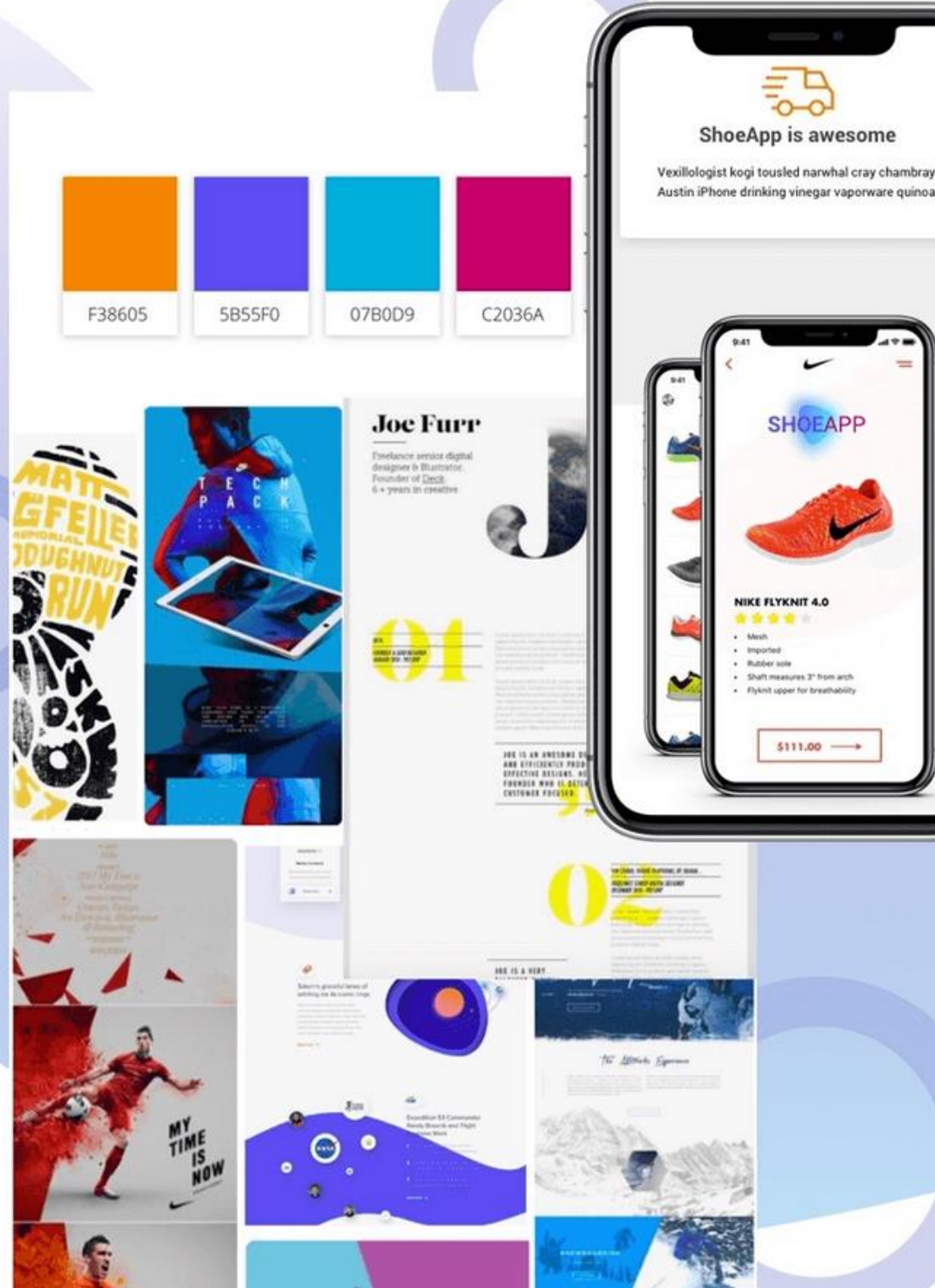
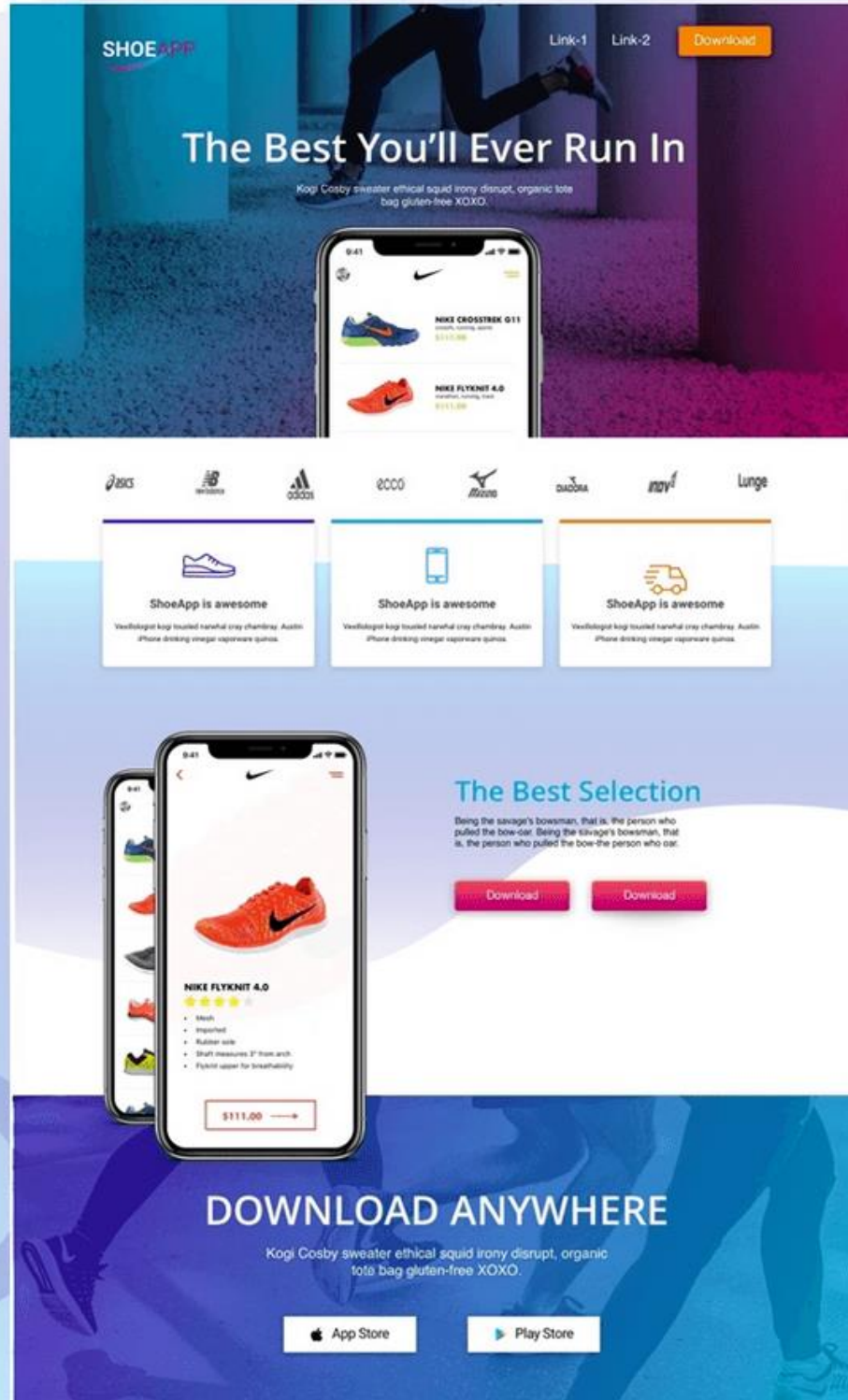
- Who is your audience (Target Audience)
- What keeps them up at night (Problem)
- What do you do for them (Service or Program /Category)
- What do you call yourself (Your Name)
- Where is the proof (Results)

What is look like?



Mood Boards

SHOEAPP



Creating your Nonprofit Brand Guidelines

Style Tile

This is some text about the style tile, and how awesome it is and to use it. We will have a link right here to the main page for people to clone it.

[This is a link to our blog post](#)

LOGO - ON WHITE



LOGO - ON DARK



CONTENT EXAMPLE

I'm a Headline

I'm a Sub Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut [this is an example of an inline link](#).

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare.

[This is a regular link.](#)



High Energy! Clean

Passionate

Information

Responsible

COLORS



Tomato Red
#ff4b01



Yellow Sun
#faa000



Slate Grey
#3e4749



Lite Slate
#879499

IMAGES / PATTERNS





Create your Primary and Secondary Logo



Choose your Brand Palette

Classic

SERIF

Modern

SANS-SERIF

Bold

SLAB SERIF

Elegant

SCRIPT

Informal

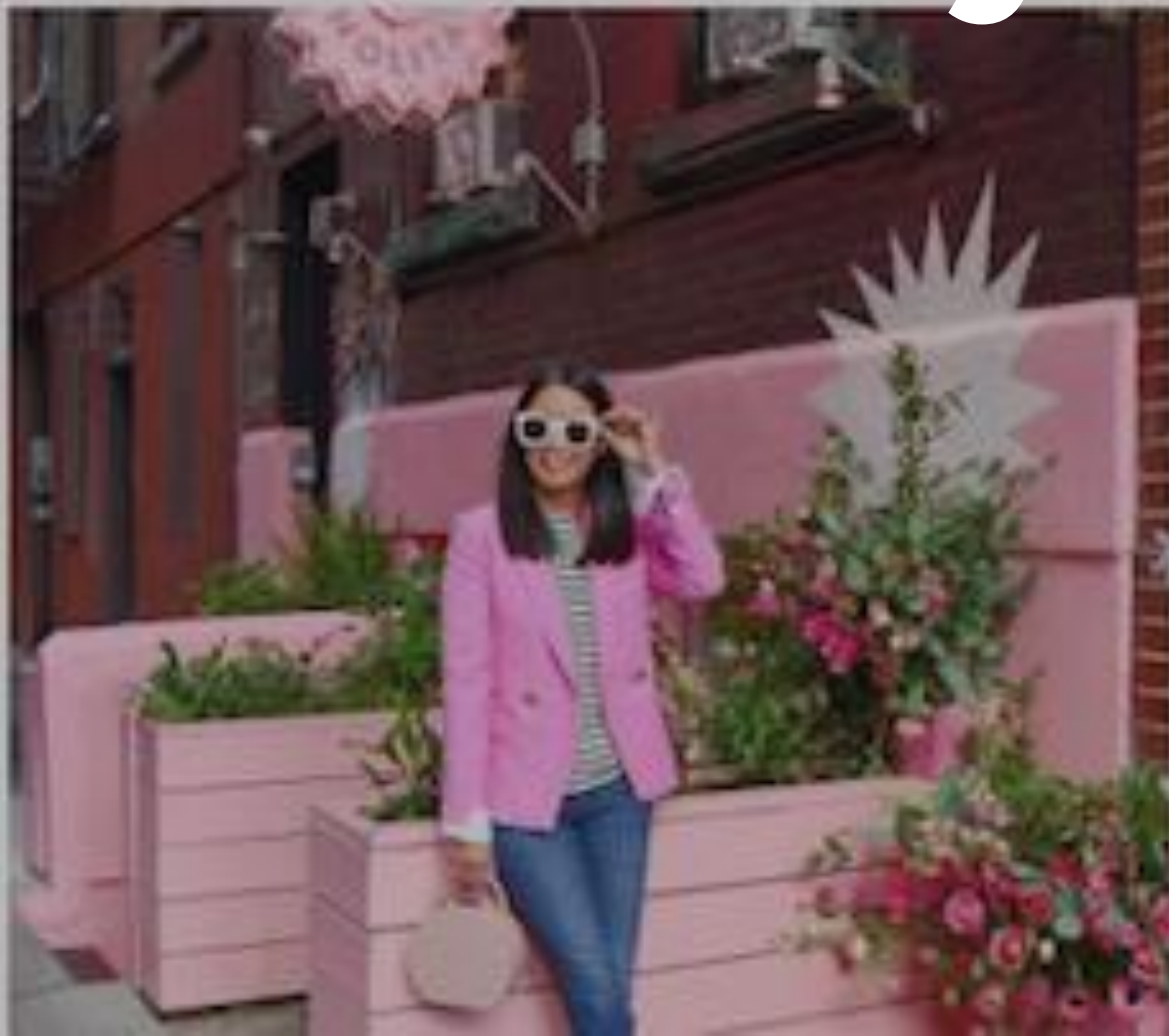
HANDWRITTEN

DRAMATIC

DECORATIVE

Choose Font for your Brand

Create your Brand Photography



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QUESTIONS?

Now's my time to
hear from you!



Interactive Activity

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A high-angle photograph of five people (three women and two men) sitting around a light-colored, round table in a workshop or meeting environment. They are engaged in collaborative work, with several open books, two laptops, and water bottles on the table. The scene is lit with a soft, blue-toned light, creating a professional and focused atmosphere. The people are dressed in casual business attire. One woman on the right is leaning forward with her hand to her chin, looking at a laptop. Another woman on the left is typing on a laptop. A man in the foreground is looking towards the group with his hand to his chin. Two other people are looking at books. The overall mood is one of active learning and teamwork.

Workshop Time



HOW YOU BRING VALUE

to your supporters and advocates



VALUE ELEMENTS



Top 4 Elements of Value That Most Align to Your Organization

1

2

3

4



How Important Is Each of These to Your Target Audience?

1

2

3

4



How are you different than any other organization, when it comes to these value elements?

1

2

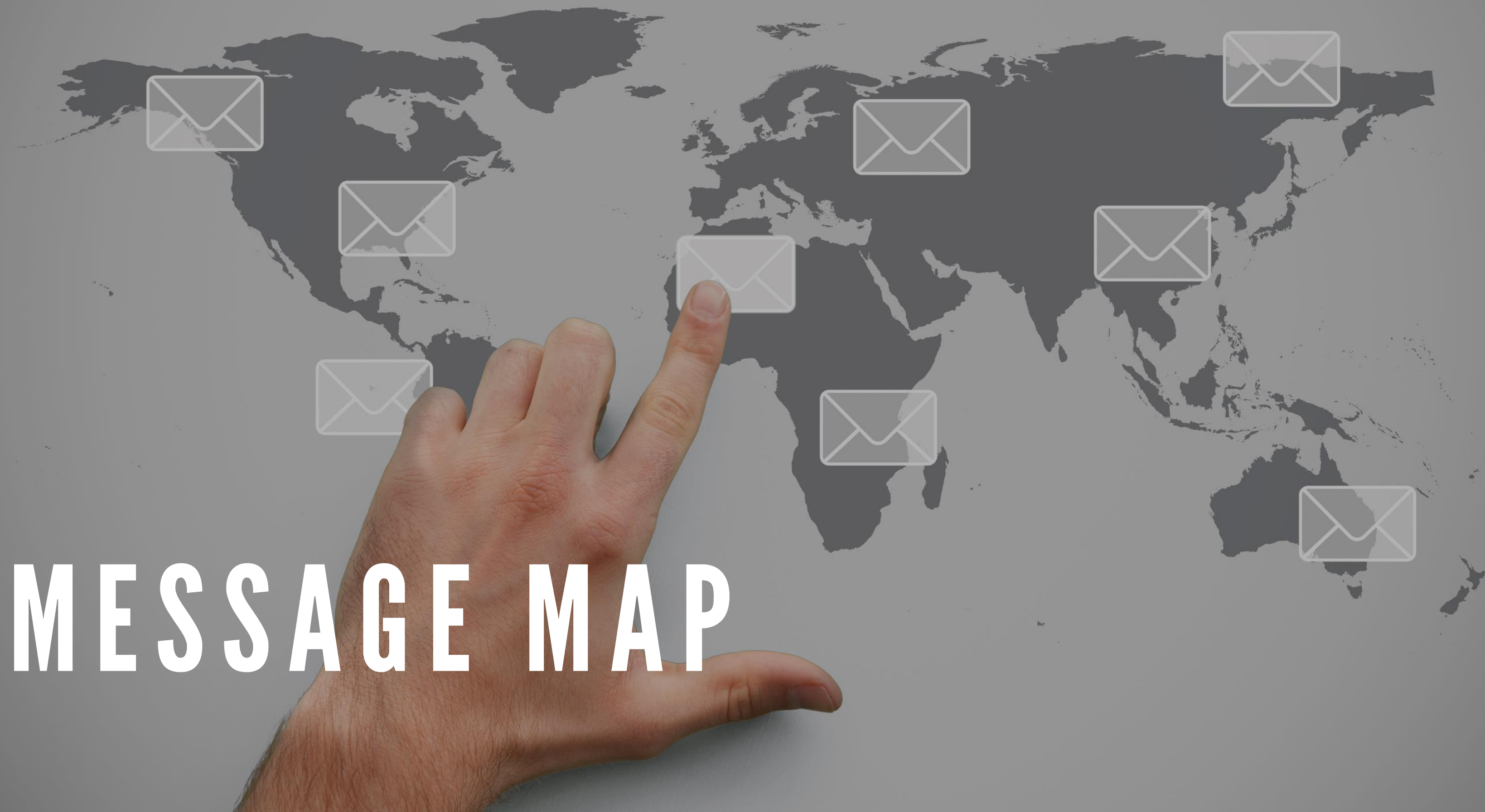
3

4



HOW YOU PUT IT INTO WORDS

to your supporters and advocates



MESSAGE MAP



MESSAGE PILLARS



Positioning Statement



Pillar Message 1



Pillar Message 2



Supporting Statement 1



Supporting Statement 2



Supporting Statement 3

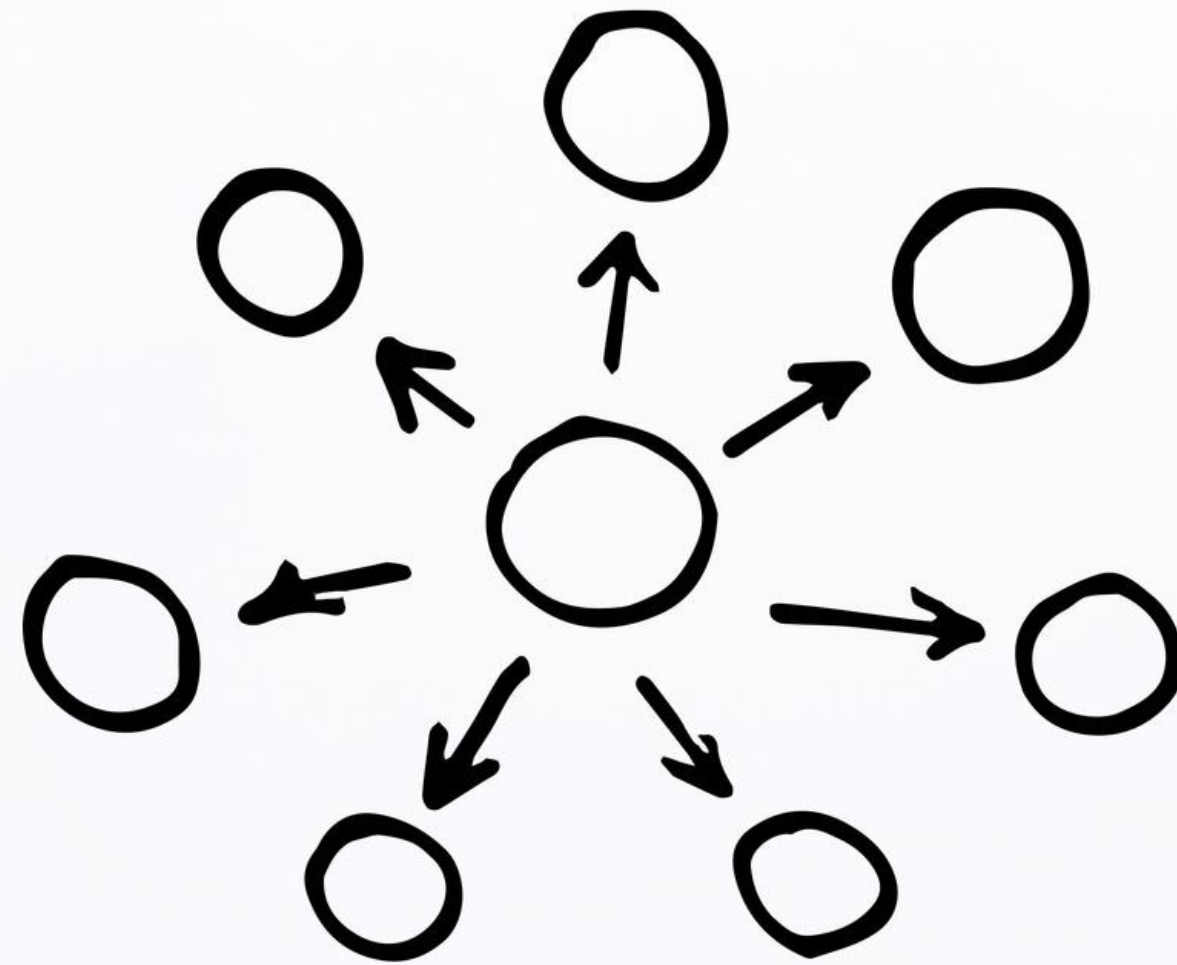


HOW YOU LOOK AND SOUND
to your supporters and advocates



HOW YOU SHOW UP

to your supporters and advocates



DISTRIBUTION CHANNELS



A hand is holding a small card with a yellow envelope icon. The background is a desk with a laptop, a notebook, and a pencil. The text "Where, How, & Who will share your message?" is overlaid on the image.

**Where, How, & Who will
share your message?**



WHERE TO SPEAK UP (CHECK THE ONES YOU ALREADY USE)

- Facebook / Instagram
- Instagram TV (IGTV)
- Email Marketing
- LinkedIn
- Radio / TV / Pandora
- Roku Advertising Platform
- _____
- _____

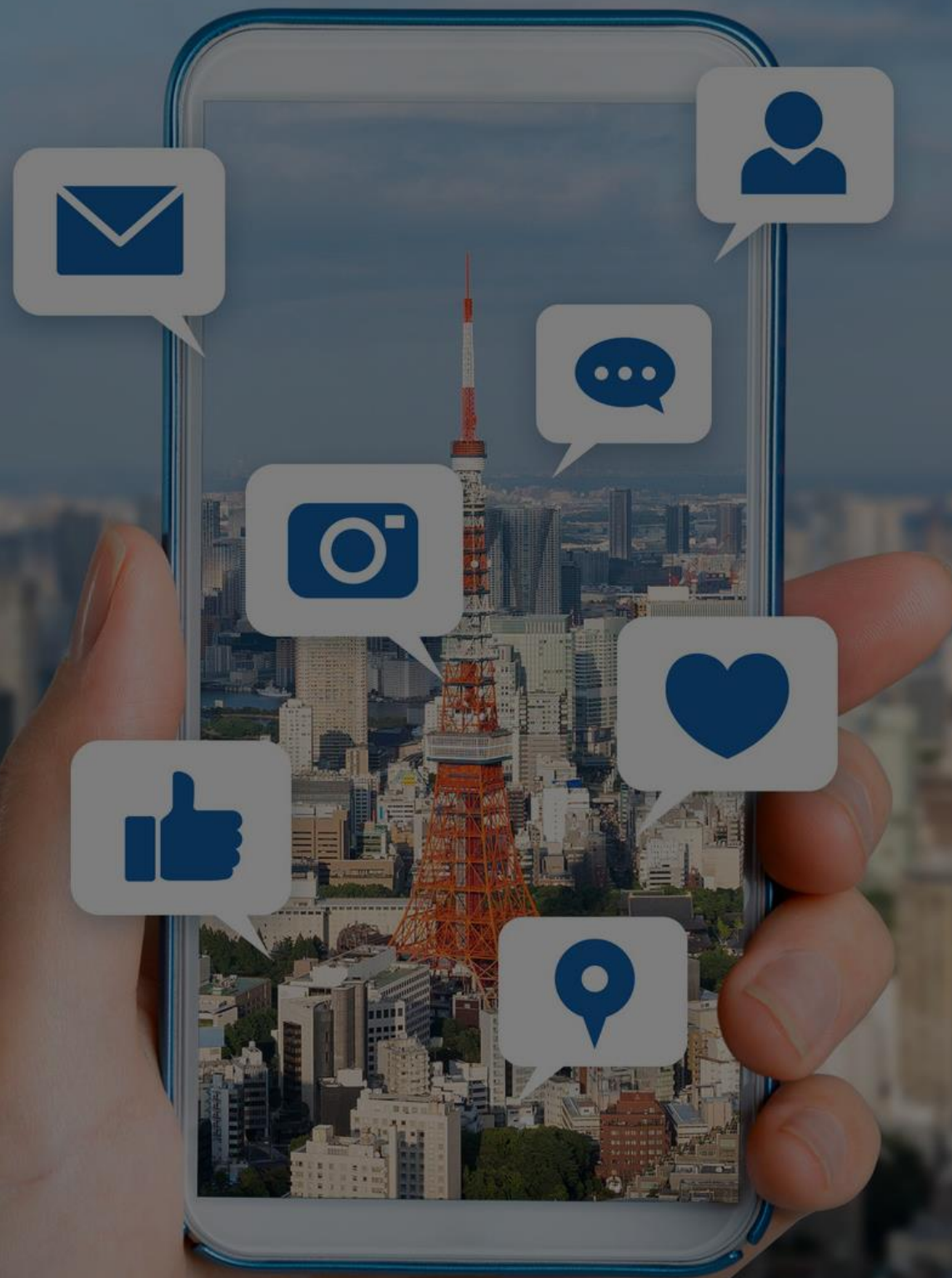
WHAT TECHNOLOGY DO YOU NEED?

P2P Platform

Email Platform

Facebook

Messenger Bot





**INFLUENCERS WHO CAN
SPREAD THE WORD FOR YOU:**

**IDEAS TO TAKE
YOUR BRAND TO
THE NEXT LEVEL**



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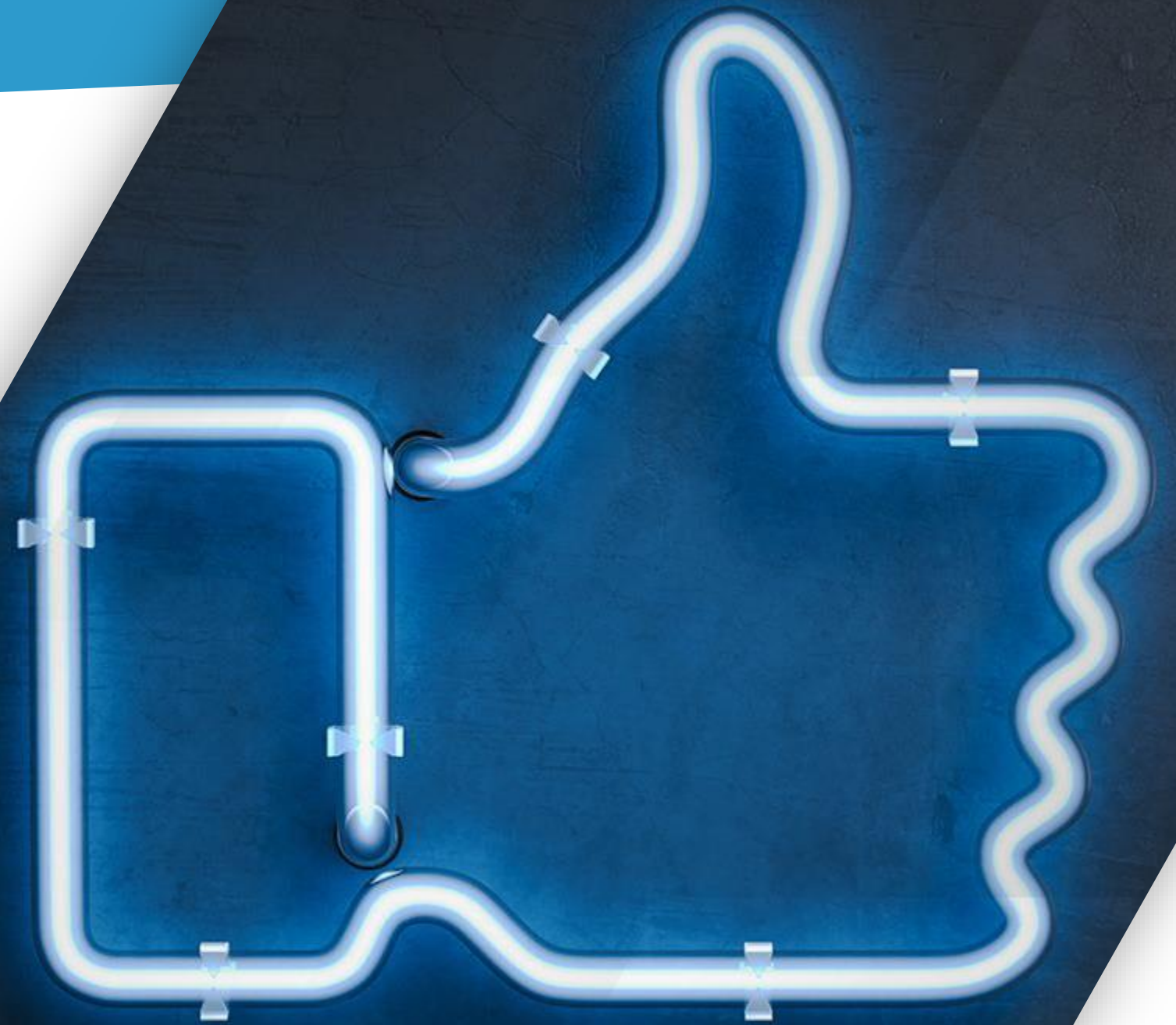
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2021



Let's Talk

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