

Better Branding For Nonprofits

Neon One Webinar
January 2021



Housekeeping

1

This is being recorded. Our webinars are all recorded for future reference and placed into our website's Resources page.

2

We will be taking questions. We want this to be an actionable resource for your organization, so please use the Q&A!

3

We'll be focusing on practical lessons. Branding is hard work that needs constant investment, so we'll focus on the biggest items for you first.

4

There's an eBook too! We created a special resource just for you around branding, with checklists, process tips, and examples of excellent nonprofit brands in action.

1. Learning Objectives
2. Brand Foundations
3. Exploring Nonprofit Brands
4. From Learning To Action
5. Grow Together - Question Time

Seth Godin (author / speaker)

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

Kimberley Rudd Rudd Resources

- PR professional & agency owner in Chicago
- Has handled naming and branding assignments
- Past team experiences
 - Helped create first branding for a Chicago municipal body
 - Helped grow KABOOM! Brand
- Love language = Dance



Learning Objectives

Your time is valuable. We want to ensure you have a clear understanding of what this session will focus on and what we will be tying it to relating to the work we do at Neon One.

- 01 | To identify what exactly is a nonprofit brand
- 02 | Recommendations on how to approach your organization's brand
- 03 | A practical and no nonsense discussion on why brands can fail
- 04 | Guidance on how to think about your own brand (rebrand or not)
- 05 | Further reading / resources

Brand Foundations

What is a Brand

A brand is the way that a product, service, or organization is perceived by an individual. It is the perception and feeling that people have when looking at your organization's identity.

Components of a brand

- Values
- Visual Identity
- Voice & Tone
- Experience



Why consider a rebrand?

Your brand is a key component of your organization's donor engagement strategy. If the message, visuals, tone, experience, and overall values do not resonate with stakeholders then many of your best laid plans could be in vain.

Should I rebrand?

Consider asking yourself the following questions:

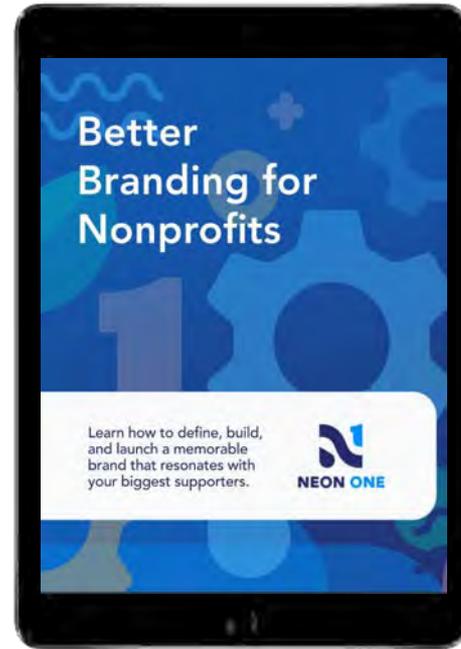
- Does your mission match the work that you are doing day in and out?
- Are you struggling to stand out from similar nonprofits?
- Has your community changed and, in turn, how you communicate with them?



Better Branding For Nonprofits

New eBook from Neon One!

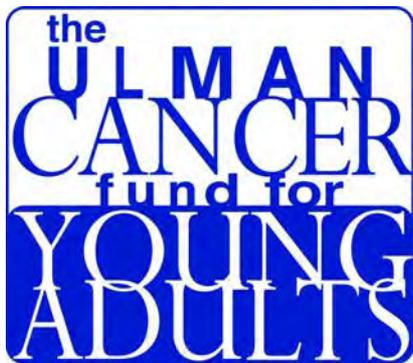
[Download for free here.](#)



Exploring Nonprofit Brands



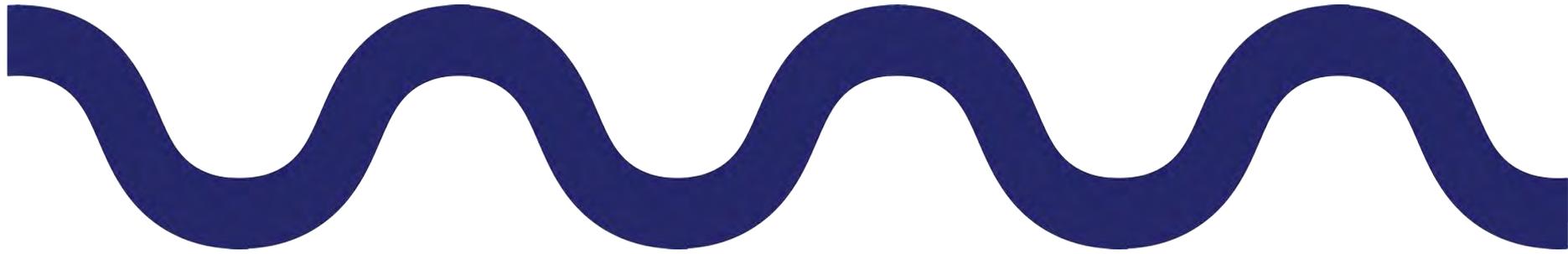
Before



After



 **Ulman Foundation**



Before



After



 **Big Brothers Big Sisters of America**



Before

After



Cystic Fibrosis Foundation



Before

After



Arts of Life



Before



A national charity since 1911

After



 **Royal National Institute for Deaf People**



Before

After



Neon One

Next Webinar: Modernizing Wealth Screening

- February 2 @ 2pm Eastern
 - Windfall + Neon CRM integration debut
- [Register here](#)



Neon One Resources

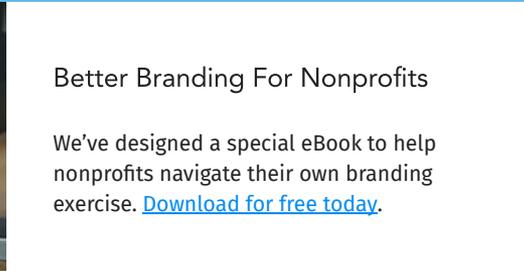
Nonprofit Branding

Dive into resources around branding, communications, and more. Plus - learn about what we're up to!



Our Rebrand - More Than A Logo

We think it is important to tell you how we got to the visual identity we did and what this means for you and the industry at large. [Read that story here.](#)



Better Branding For Nonprofits

We've designed a special eBook to help nonprofits navigate their own branding exercise. [Download for free today.](#)



Rudd Resources - Neon One Partner

We've been working with Rudd Resources for years and love the work they do for nonprofits. [Learn more about them here.](#)

Built for Good.