

8 Key Findings from The Getting Attention Nonprofit Tagline Report

(Download your free copy at http://www.gettingattention.org/nonprofit_tagline_report.html)

1. **Taglines that work generally fall into one of four categories**, describing organizations':
 - **Work:** *The voice and source for New York nonprofits/* Nonprofit Coordinating Committee of New York
 - **Impact or value:** *We Stop Polluters/* Potomac Riverkeeper
 - **Core values or spirit:** *Whatever it takes to save a child/* UNICEF
 - **Strategic approach:** *Increasing physical activity through community design/* Active Living by Design
2. **Most effective taglines relate to an organization's name**, *without repeating it.*
3. **High-power nonprofit taglines meet these criteria:**
 - **Attributes:** Does it express your organizations brand character, affinity, style, and personality?
 - **Message:** Does it tell a story in a clever, fun, and memorable way?
 - **Differentiation:** Is it unique and original?
 - **Ambassadorship:** Does it inspire audiences to contact you, join, give, volunteer, buy or participate in programs?
4. **72% of nonprofits rate their taglines poorly, or don't have one at all**
 - Most nonprofit organizations (76%) do have taglines, but many (58%) aren't satisfied with the ones they have.
5. **The leading reason that nonprofits don't have taglines is....they never thought of it (33%).**
6. **Human services organizations lead the way in having taglines (75%),** with grantmakers just behind.
 - Environmental orgs hold up the rear with only 30% using taglines (while the field is becoming increasingly high-profile, complex and competitive)
7. **Nonprofit staff members most focused on making the most of their taglines are marketers (47%), fundraisers (24%) and executive directors (21%),** in order of survey participation level.
8. **Most taglines gauged to be very effective have been in use two to four years (43%)** when there really has been time to tell.
 - Many new (one year or less) taglines deemed to be very effective are still in the honeymoon period.
 - However, a successful tagline's lifetime is almost infinite, assuming that there are no pressing reasons to change the core message (for example, change in organizational focus or the competitive or issue environment in which the organization works). Think *A Mind is a Terrible Thing to Waste.*—The United Negro College Fund

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