



Katya Andresen Branding Just Causes

June 25, 2008 - Nonprofit 911

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Agenda:

Robin Hood Marketing **Your Brand**

- What is a brand?
- What branding entails
- BBMG's five laws of branding
- Example
- Q&A

What is branding?



What your audience feels inside when they think of you. It's what you stand for
IN THEIR MIND AND HEART.

The LIVESTRONG brand



I AM RICARDO. I LIVE STRONG.

The Lance Armstrong Foundation inspires and empowers people affected by cancer. We help people with cancer focus on living; we believe unity is strength, knowledge is power and attitude is everything. From the moment of diagnosis the LAF provides the practical information and tools people with cancer need to live life on their own terms.



I AM ADRIANA. I LIVE STRONG.

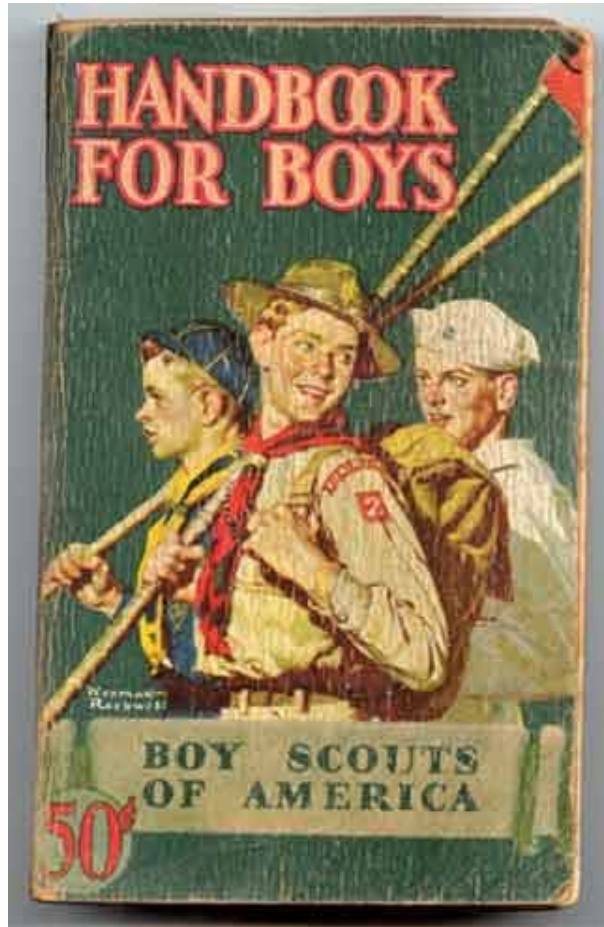
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What word comes to mind?



Why Brand-Driven Communications?



1940
12,000
nonprofits

Why Brand-Driven Communications?



2008

1.5 million nonprofits
and 119 more
every day...

Before You Delve into Branding...

- Analyze your audience and what you want them to do
- Map their current experience with you
- Map the way it should be
- Close that delta – that's true branding

Analyzing Your Audience

Marketing is about looking at the world from the point of view of our audience rather than our own.



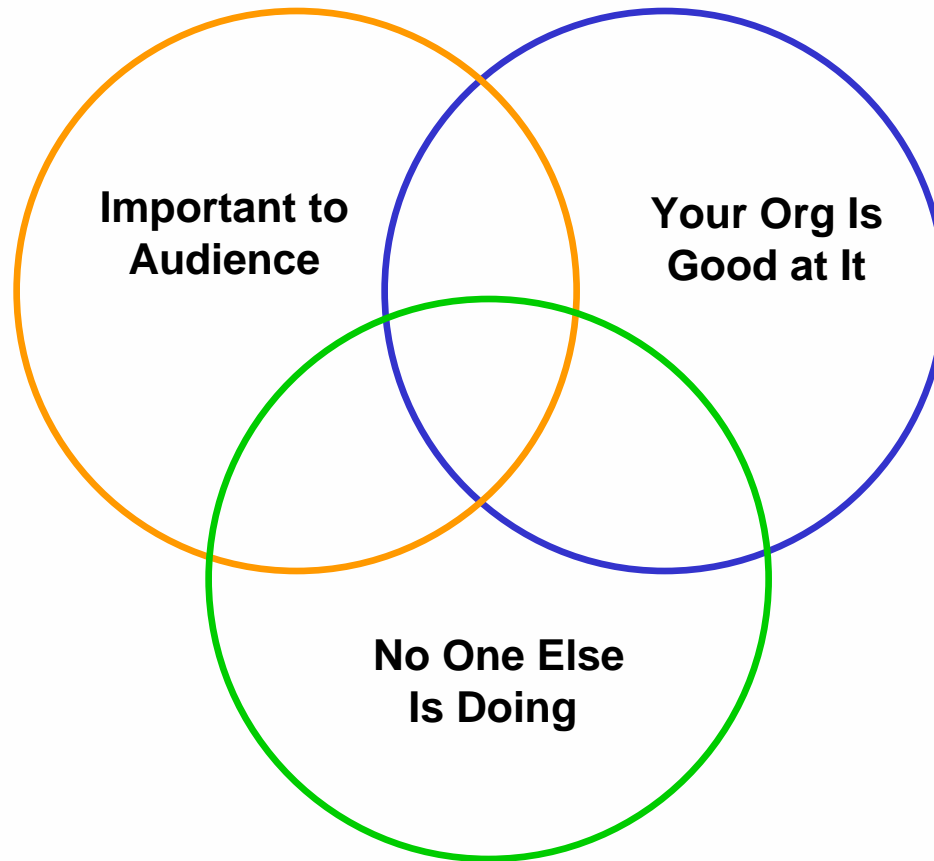
What do we want our audience to do?

WHO	WHAT WE WANT FROM THEM (What actions)
Nonprofit ED	Join state nonprofit association
40-year-old suburban mom	Give email address to your organization Sign up online for monthly giving
Senator	Vote for legislation that benefits your sector

What do they experience with us now?

- Ask them
- Put yourself in their shoes (donate, call your 800 number, use your own services, map what happens when you have a problem)
- What did you learn?
- What do you stand for now?
- What should be different?
- How do we get there?

The sweet spot we want them to experience



BBMG's Five Laws of Branding



1. The Law of the Word

- A brand should own a word in the mind
- That word should play to the sweet spot
- Your word must be simple and clear

1. The Law of the Word



Watch + Prestige

1. The Law of the Word

Beer + Australia



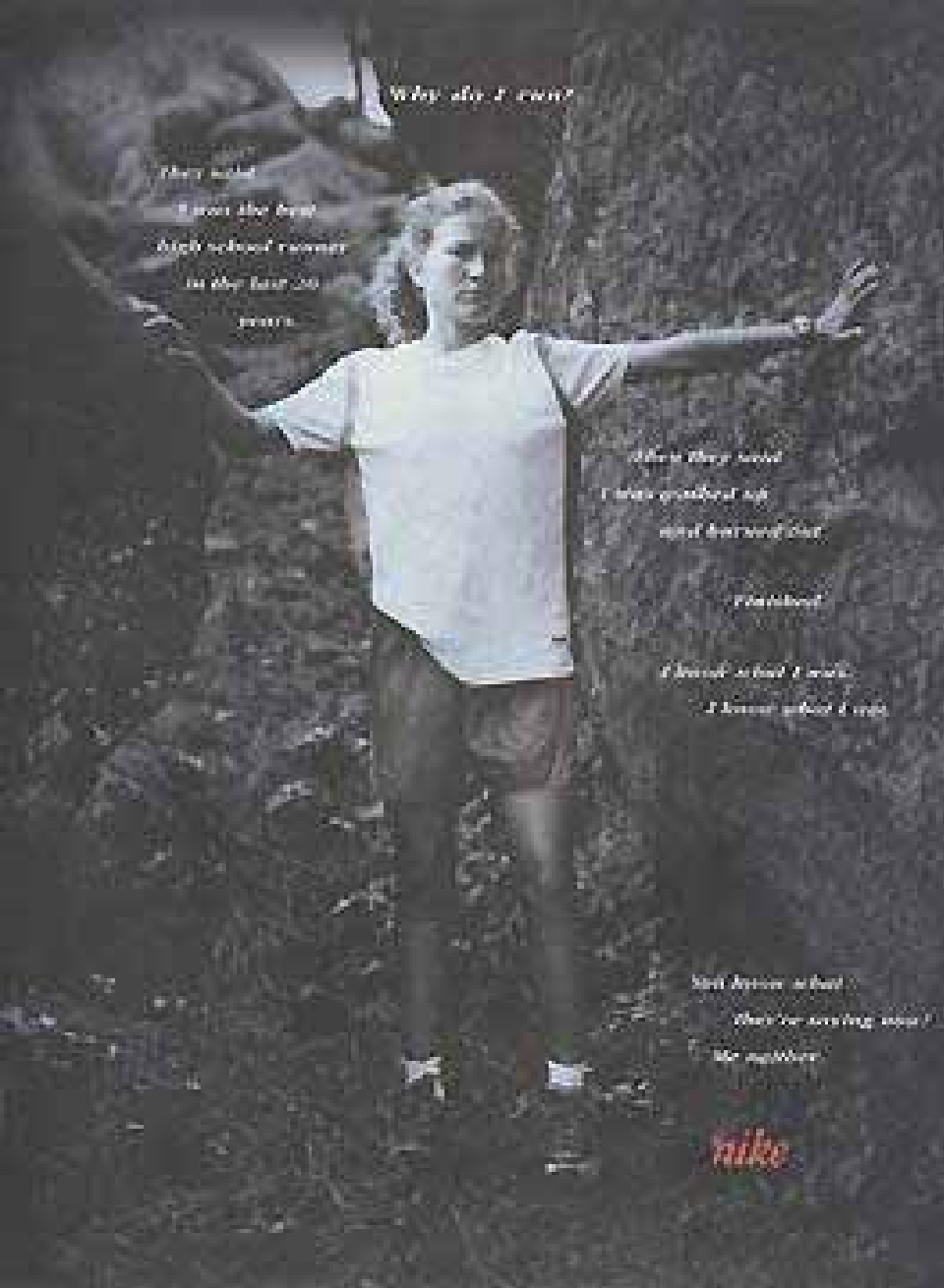
1. The Law of the Word

Car + Safety



Case Example

- Nike for women: What word comes to mind?
- CARE?



Why do I run?

*They told
I was the best
high school runner
in the East
Coast.*

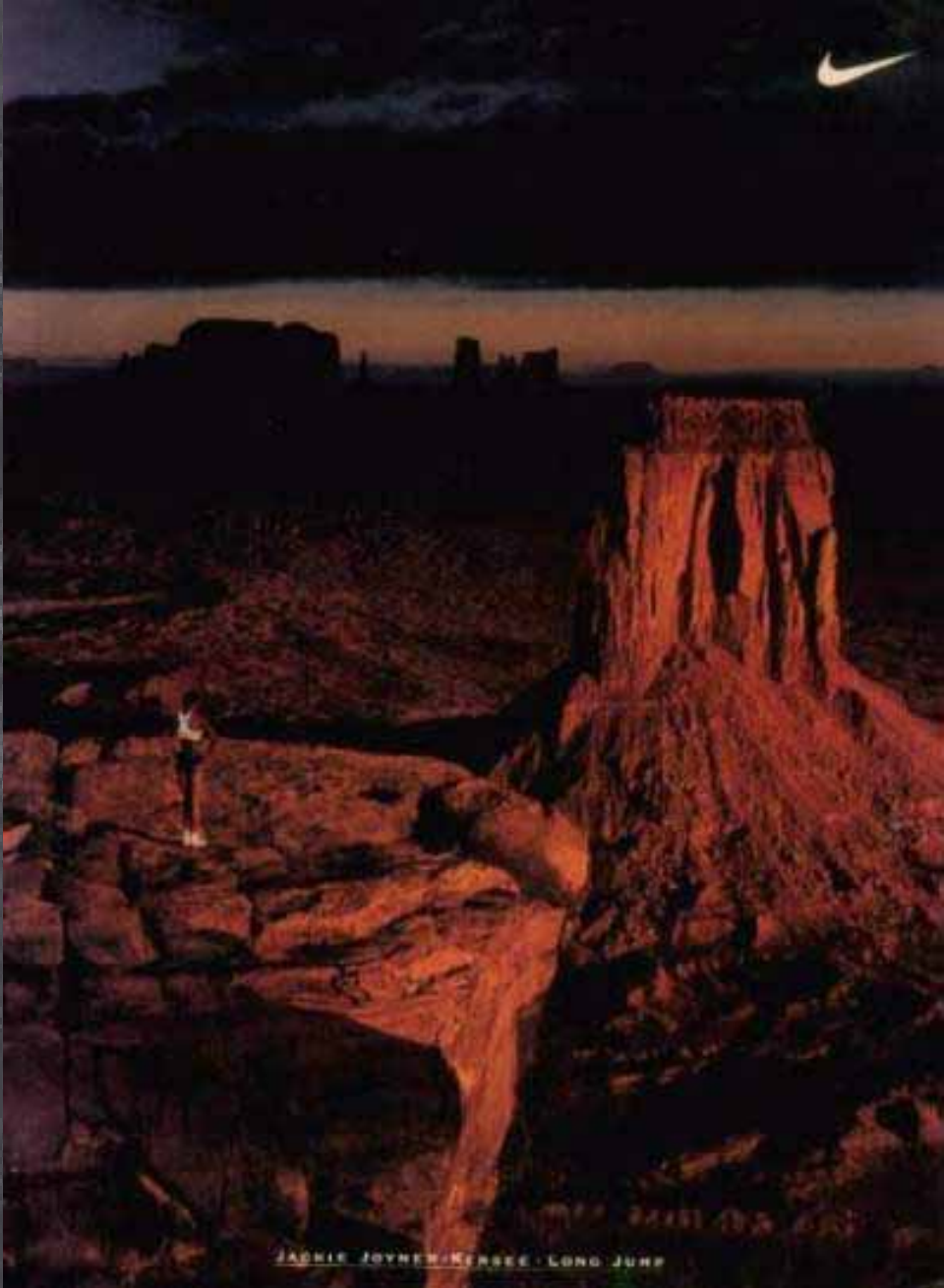
*When they said
I was great at
my first road race.*

Frankly.

*I know what I want.
I know what I can do.*

*Not anyone is that
close to me, are they?
No one.*

nike



JACKIE JOYNER-KERSSE • LONG JUMP



SHE HAS **THE POWER**
TO CHANGE HER WORLD
YOU HAVE **THE POWER**
TO HELP HER DO IT.

Find out how CARE is working
with women to fight poverty,
and what you can do to help.

[START HERE >](#)

[More ways you can get involved >](#)

I AM POWERFUL

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[Pakistan/India Quake](#)

CARE is hard at work helping the people of Pakistan and India recover from October's earthquake. [Learn more about CARE's response.](#)

[Africa Food Crisis](#)

2. The Law of Focus

- The power of a brand is inversely proportional to its scope
- The more attributes you associate with your brand, the less it means
- Stay on the sweet spot

2. The Law of Focus

- A brand becomes stronger when you narrow its focus

Children's Supermart?

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3. The Law of Leadership

- Leadership is the single most important motivating factor in consumer behavior...

3. The Law of Leadership



#1 in tires

3. The Law of Leadership



Italy's #1 Pasta

3. The Law of Leadership



King of Beers



3. The Law of Leadership

- When you don't have a leading brand, create a new category in which you can claim leadership.
 - Heineken - the leading imported beer
 - Samuel Adams - the leading microbrew
- Corona - the leading Mexican beer
 - Asahi - Japan's #1 brand of beer

The CARE Power Circle

You have the power to help poor women throughout the world build a better future. It starts with a simple show of support: By adding your name and message to CARE's Power Circle, you'll be joining a global movement dedicated to ending poverty.

Add your name to the Power Circle.

Add your name now

DONATE ONLINE

OTHER WAYS TO GET INVOLVED



[replay intro]




4. The Law of Authenticity

- People disbelieve generic claims
- Authenticity is the proof behind your promise
- Do you “walk your talk?”

You forwarded this message on 7/24/2006 6:24 PM.

From: CARE [webmaster@care.org]
To: Katya Andresen
Cc:
Subject: Discover YOUR power in the fight against poverty
Attachments:

Sent: Thu 7/20/2006 4:17 PM



What's YOUR power?
Take the Power Quiz to find out.


Dear Katya,

What is the Power Quiz? Think of it as your personal guide for ending poverty...

As a member of CARE's online community, you've already joined our movement to end poverty by empowering women in the world's poorest communities.

Each woman we work with has the power to be a unique catalyst for change in her community. She brings something different and special to the fight against poverty -- and so can you.

So what is YOUR power? [Take our quick Power Quiz to find out.](#) Then, we'll match you with a set of personalized suggestions for how you can best use your power!



If you would like to update your personal contact information or unsubscribe from CARE's Online Community, please [click here](#) to access your personal profile page. You can manage the types of email you receive from CARE [here](#).

5. The Law of Consistency

- A brand must stand for something clear and consistent over time
- Trends come and go, but brands should stay the same
- When you change your brand to chase a new market, bad things can happen...

5. The Law of Consistency



Cake Decorating Kit



Energy Beer



Energy Pudding



5. The Law of Consistency

Coke



Pepsi





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Lessons of the Laws of Branding

- Own a word
- Focus on your Unique Value Proposition
- Lead a category
- Walk your talk
- Consistency builds brands over time



It's harder for us!

- Overworked and overwhelmed in the weeds
- Culture of consensus
- Morphing missions
- Social vs. consumer imperatives

Sources of Inspiration



Branding for \$500

“Which came first:
the chicken, the egg or the donation?”



One chicken suit:\$125



One chicken donate now button: \$20/month

JOIN OR RENEW:
**CLICK THE
CHICKEN!**



The Chicken Knows Branding!

JOIN OR RENEW:
**CLICK THE
CHICKEN!**



Shameless yet SINCERE product placement

pangaea
GLOBAL AIDS FOUNDATION

Challenging the Global AIDS Crisis

Donate to Pangaea Global AIDS Foundation

Thank you for your contribution to Pangaea! Since 2001 Pangaea has played a key role in the development of sustainable HIV/AIDS treatment and prevention capacity in resource poor settings around the world. Pangaea's experts have done groundbreaking work in countries such as Rwanda, Uganda, South Africa, China and Côte d'Ivoire. Your donation will help us continue to save lives and provide treatment for vulnerable and underserved populations worldwide.

Donation

Amount* \$.00

Frequency: I want to make a one-time donation
 I want to make a recurring donation [Select](#) what's best?

Dedication: in behalf of in honor of in memory of

Send Dedication Acknowledgment

Privacy Preference: Provide my full contact information
 Provide my contact name and email address only
 Provide none of my personal information (anonymous)

Contact Information

First Name*

Last Name*

Email*

Confirm Email*

Phone* Ext.

Billing Information

Network for Good

ROBIN HOOD
PARALEL PEG
KATYA ANDRESIN

Last Thoughts

- Robin Hood Marketing has more on branding, plus all the other elements of marketing, to help you raise money, forge partnerships and compel people to action
- Visit www.fundraising123.org
- www.nonprofitmarketingblog.com

Need Online Fundraising on a Budget?

- Sign-up for Custom DonateNow before June 30 and save \$250.
- [Click here](#) to visit our online application.
- Just place the coupon code JUNEPRIMO in the discount code field of your online application.
- Questions? Please call 1-888-284-7978 or [view a brief demo here.](#)