

**Center for Non-Profit Excellence
Building Brand Awareness
Facilitated discussion notes
From Kathy Melvin & Ken Middleton**

What will success look like?

- More clients served-more needs met
- Increased funding
- A strong balance sheet
- Strong volunteer base
- New donors
- Good referral network
- Better connection with those in need
- A vital community resource

What are the challenges?

- Staff time or need for additional staff
- Funding
- Having the know-how (or access to it)
- Meaningful ways to acknowledge donors
- Resistance to change
- Need to look to the future
- What are the pros and cons of adding staff or outsourcing certain functions
- Focusing your message-having a good "elevator speech"

What are the steps to success?

- Begin the conversation
- Use template from the session to analyze your brand and create a plan to manage it
- Get consensus about how to move forward

- Adjust board priorities if in conflict with plan
- Have a plan and work the plan
- Frequent review
- A consistent message
- Understand your donor base

How CNPE could help:

- Create ways to bring together CNPE members to share information (insights and experiences), i.e., provide peer support/mentoring
- Continue to offer live, on-site sessions, but also offer options to accommodate schedules of busy nonprofit managers, such as:
 - Offer live webinars that can be archived for review by participants or made available for first-time viewing by non-participants.
- Create on-line "tool box" of marketing resources and templates, such as:
 - elements of a strategic communications plan
 - steps to create a brand strategy
 - provide an example of a completed plan
 - list of resources: agencies, books, and on-line sites

Additional topics and recommendations:

- Share creative ways to show donor appreciation

- Share ways to build relationships with "customers" and donors (potential and existing), such as "thank you" letters that are not form letters and are personalized; invitations to tours of programs/facilities
- Equip your staff (and board) to be good "ambassadors" for your organization: elevator statement, key facts, and powerful stories
- Recognize that everyone is a marketer. Everyone who "touches" a client or customer or donor or funder has the opportunity to be an ambassador... and... to listen and collect information that could be useful in understanding how the organization is viewed

Note: Comment not directly related to session
topic: training session in grant-writing