Telling Your Story Part 2: Branding and Marketing

ELIANA RODRIGUEZ
SAN ANTONIO AREA FOUNDATION
Objective

Gain best practices to raise brand awareness, and to select marketing tools that will reach your target audience(s).
What is marketing?

Marketing is **tactical**.

Marketing are tools, activities, and strategies used to disseminate the message of your nonprofit to your target audience(s).

Branding is NOT...

- Logo
- Website
- Social media
- Marketing materials
- Events
- Signage, etc.

It’s much **BIGGER** than all of that...
Branding IS...

how your audience(s) **feels** when they hear or think of your organization’s name.
“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou
Why is branding important?

• Raise awareness
• Tells your organization’s story
• Connect emotionally with your audience(s)
• Share the unique value of your organization
• Extend your network
• Build credibility
• Establish or strengthen trust
Elements of a strong nonprofit brand

• Clear and defined messaging
• Strong visual identity
• High-impact communication
• Getting everyone involved to bring the brand to life
• Demonstrating expertise

2017 Nonprofit Brands

American Red Cross
Habitat for Humanity
ASPCA
NRDC
St. Jude Children's Research Hospital
Special Olympics
girl scouts
MERCY CORPS
Very important...

Consistency and repetition are key to successful branding.
Exercise 1: Learning about Your Brand

Take 10 minutes to fill in the squares using 10 words or less. Be prepared to share your answers with the class.

<table>
<thead>
<tr>
<th>What do you do?</th>
<th>Who do you do it for?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Products, programs, services)</td>
<td>(Audience)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Why do you do it better?</th>
<th>Why do you do it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Unique value, strengths, principles)</td>
<td>(Purpose, cause, belief)</td>
</tr>
</tbody>
</table>

Why is your target audience important for your brand?

Identifying your target audience(s) will help you craft key marketing messages that support your brand.
Identify your target audience

Who are you trying to engage?
What does your audience care about?
What keeps them up at night?
How do they access information?
Exercise 2: Understanding Your Target Audience

First: Describe the demographics and psychographics of your primary target audience.

Second: A) Write three words of how YOU would like your primary audience to feel about your organization.  
B) Write three words that your primary target audience uses to describe your organization.
Strategies to enhance your brand

• Developing a brand style guide
• Tell good stories
• Develop an elevator speech
• Create an online/social presence
• Conduct a brand audit
  ◦ External – Marketing materials
  ◦ Internal – Focus groups
• Empower your brand ambassadors
Strategies to enhance your brand (cont.)

- Partner with other organizations and/or companies
- Ask media outlets for their support
- Participate in popular events/community functions
- Position your organization as an expert and/or thought leader
Marketing tools

• Website
• Email Marketing
• Social Media
• Video
• Events

• Public Relations and Media
• Print Materials
• Networking
• Print and/or Digital Advertising
Exercise 3: Marketing Strategies and Tools

How will you let your primary target audience know that your organization can meet their needs?

A) Write down at least one marketing strategy that your organization will focus on for the remainder of the year.

B) Identify the marketing tool for the strategy. If your organization has a solid foundation on implementing marketing strategies, what are some new areas that you can explore to reach beyond your target audience?

Be prepared to share.
Let’s take a 5 minute break.
Free Tools to Tell Your Story
Canva

• Create all types of images for social media
• Free photos and many more for only $1
• Variety of designs
• iPad app available
• User friendly

Free Canva pro for nonprofits team sizes of 10 members or less!

Website
about.canva.com/canva-for-nonprofits
The largest database of free icons available in PNG, SVG, EPS, PSD, and BASE 64 formats.

Integrate with your Adobe graphic design programs.

Customize icons to the colors of your choice.

Free to open account; must credit author.

Annual subscription fee is $99.

Website: flaticon.com
Pixabay

- Public domain photos.
- Don't need to credit author.
- Free to create an account.

Website: pixabay.com
Freepik

- 1 million+ free vectors, PSD, photos and free icons
- Can use in websites, banners, presentations, publications, etc.
- Free to open account; must credit author.
- Annual subscription fee is $99 or $9.99/monthly.

Website: freepik.com
CuteCut Pro

• Full feature video editor.
• Very user friendly.
• Offers free music.
• The app is designed for both iPhone and iPad
• Free to start an account; only allows 30 second videos to be recorded.
• Paid version is $5.99

Visit iTunes store to download the app.
Biteable

- Create animated videos.
- HD TV quality videos.
- Publish to YouTube.
- Offers music.
- Free to start an account; A watermarked version of the video is sent in 15 minutes or less
- Paid version is $99/year
Additional Resources

Nonprofit Marketing Guide www.nonprofitmarketingguide.com
CharityHowTo www.charityhowto.com
Social Media Examiner www.socialmediaexaminer.com
Nonprofit Hub www.nonprofithub.org
Annual Social Media Cause Camp www.cause.camp
WeVideo online video editor www.wevideo.com
Beth’s Blog www.bethkanter.org
Simon Sinek http://startwithwhy.com
Let’s hear from you: Q & A
Contact Me

Eliana Rodriguez  
Digital Marketing Manager  
San Antonio Area Foundation

erodriguez@saafdn.org  
210.228.3763  
saafdn.org

linkedin.com/in/rodriguezeliana/