

GOODIES! Resources to Accompany “Improve Your Fundraising Success With Strong Branding”

- **BOOK**

Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications

<http://www.josseybass.com/WileyCDA/WileyTitle/productCd-0470527536.html>

- **BLOG ARTICLE**

Time to Develop New “Donor-Friendly” Messaging? How to Create an Effective Message for Your Nonprofit

http://www2.guidestar.org/rxa/news/articles/2011/donor-friendly-messaging.aspx?hq_e=el&hq_m=1157229&hq_l=10&hq_v=63e2828756

- **BLOG ARTICLE**

Branding Boosts Online Giving To Charity

<http://www.philanthropyjournal.org/resources/marketingcommunications/it%E2%80%99s-time-embrace-%E2%80%98branding%E2%80%99>

- **BLOG ARTICLE**

The Importance Of Nonprofit Branding

<http://www.philanthropyjournal.org/resources/marketingcommunications/importance-non-profit-branding>

- **BLOG ARTICLE**

The Obama Effect: Six Lessons From President Obama’s Fundraising Team To Help Fuel Growth In Your Organisation

<http://www.sofii.org/node/273>

- **SLIDE PRESENTATION**

Selling Good Works - Fundamentals of Marketing a Non-Profit Organization

<http://www.slideshare.net/shotgunconcepts/selling-good-works-marketing-a-nonprofit-organization>

- **ONLINE ARTICLE / PDF**

The Role of Brand in the Nonprofit Sector

http://www.ssireview.org/articles/entry/the_role_of_brand_in_the_nonprofit_sector?id=377800009

POSITIONING

Questions to ask to shape your Positioning:

- What makes us so unique?
- How do we fit in and stand out amongst our peers?
- What do we want people to think of when they think of us?
- Can everyone involved in communicating our nonprofit's mission and impact - particularly board and staff - convey adequately the full story of what we do and the scope of services we provide? (can be difficult with a multi-service agency)
- Can a prospective donor easily understand from our public face - website, newsletter, etc. - why they should consider funding us?

PERSONALITY

Find your organization's personality through interviews - of leadership, board members, staff, donors, and peers at partner organizations - about what they think of your organization.

- What are some of the strengths of my organization and how can I highlight them?
- What are the key points that best represent my organization?
- What will attract donors to my organization?