

The image features a white silhouette of a human figure against a light blue background. Inside the head, a detailed illustration of a brain is shown in shades of red and pink. In the chest area, a detailed illustration of a heart is shown in shades of red and blue. The background is decorated with several faint, light blue gear icons scattered across the surface. The text is centered over the silhouette.

ANATOMY OF A NONPROFIT BRAND
STACY LANDRETH GRAU, PH.D.

HOW WE WILL SPEND THE NEXT HOUR...

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INTRODUCTION

Stacy Landreth Grau, Ph.D

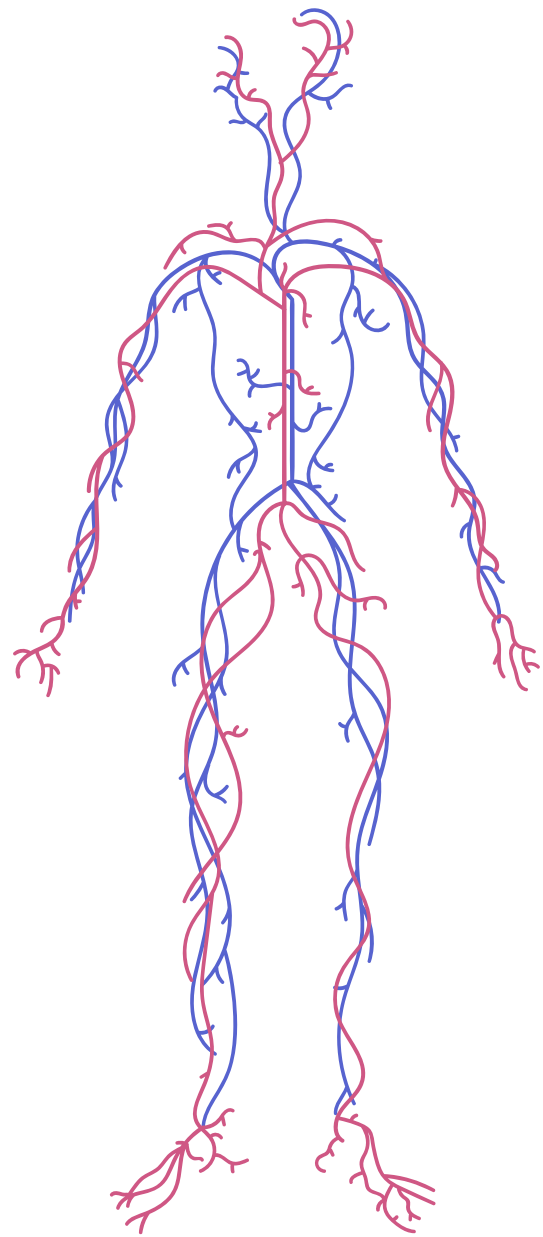
Associate Dean, John V Roach Honors College
Associate Professor of Medical Education, Burnett School of Medicine
Texas Christian University
Design Innovation Lab

About

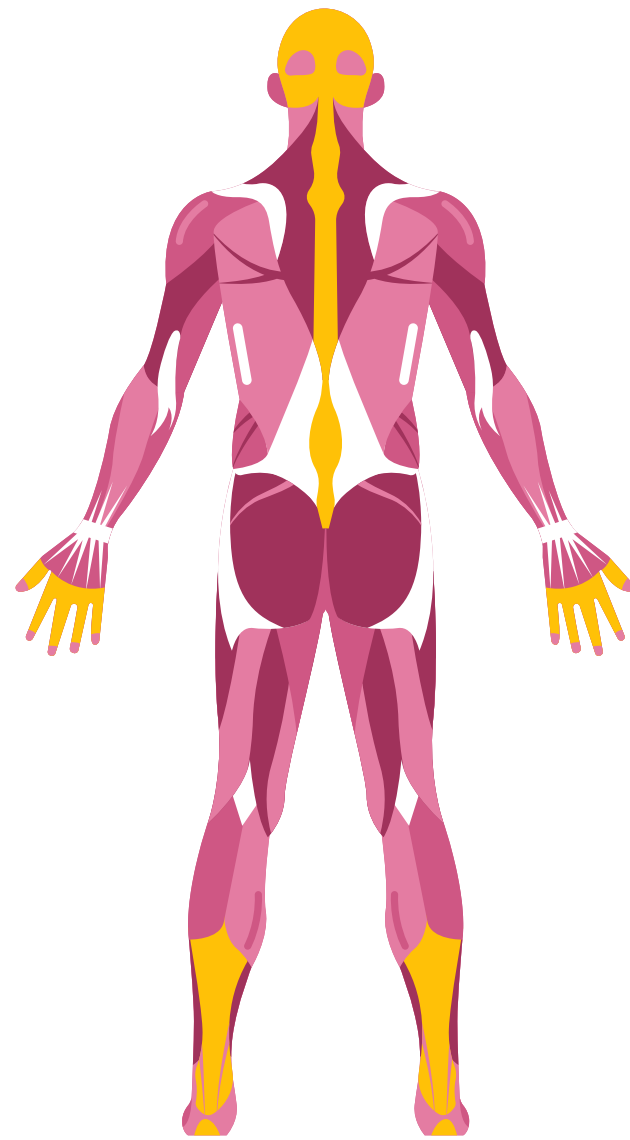
Social Innovator; Design Thinker; Author; Co-Founder;
Board Member; Nonprofit Communicator

why anatomy?

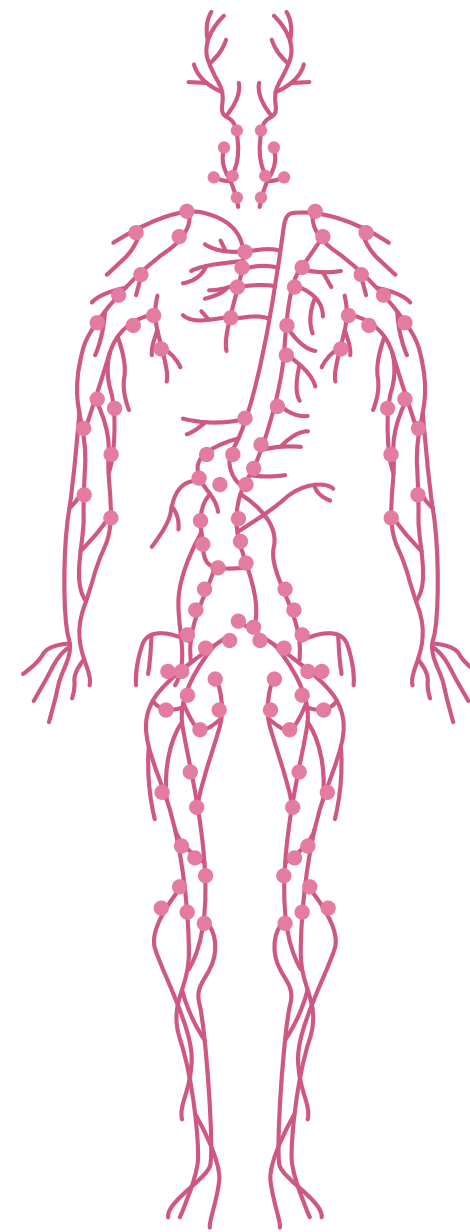
NONPROFITS



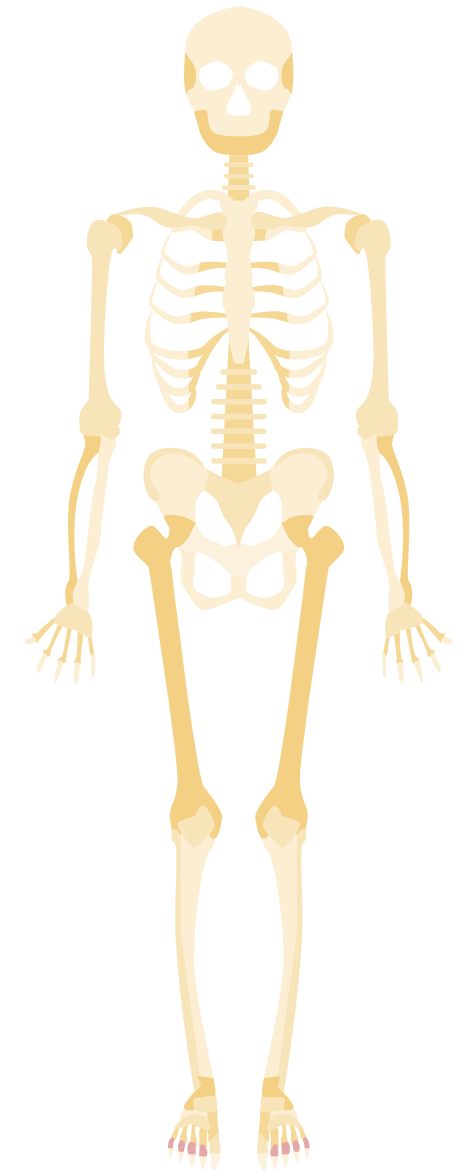
INTERNAL
BRANDING



EXTERNAL
BRANDING



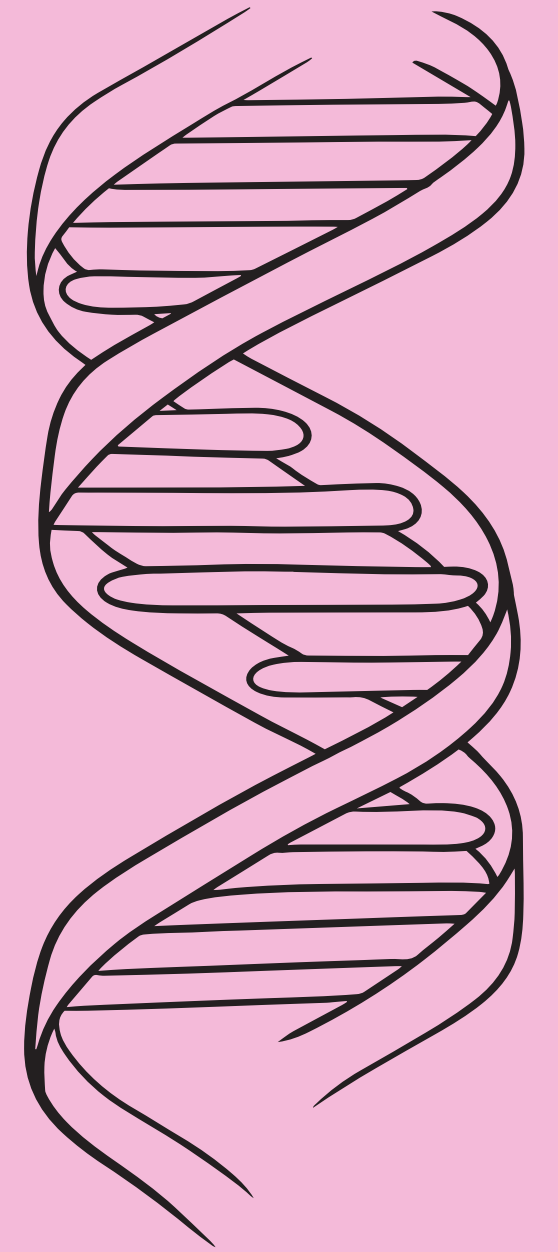
PURPOSE

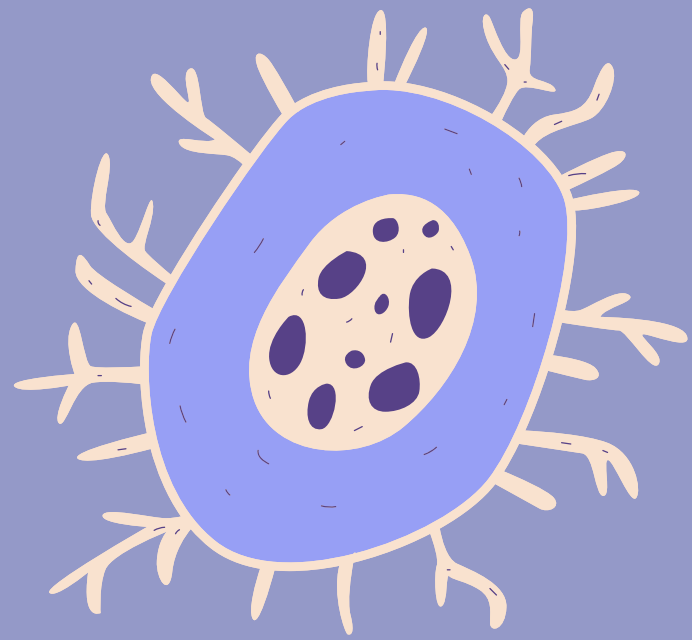


BRANDING

A brand is a name, term, design, symbol, or any other feature that identifies one organization from another.

But it is also the mental associations held by people that add to (or subtract from) the perceived value.



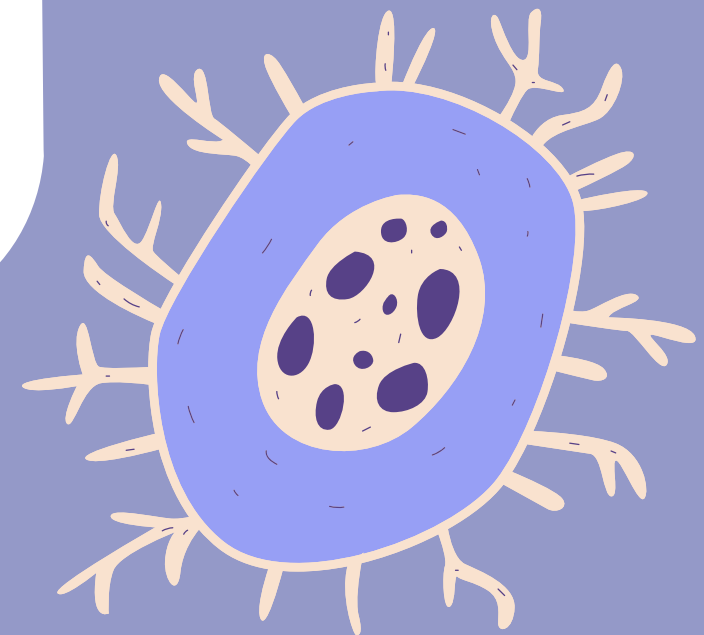


CHALLENGES

Nonprofits underuse branding because of a lack of resources, a short-term focus, and a lack of alignment between image and identity.

There is a healthy dose of skepticism from the sector.
Don't want to "sell ideas the way you sell cereal"

Multiple stakeholders



HOW IS NONPROFIT MARKETING DIFFERENT?

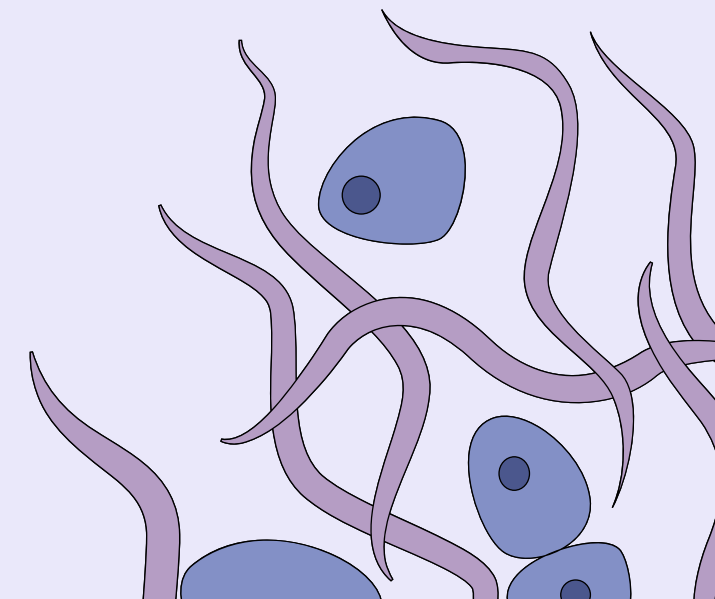
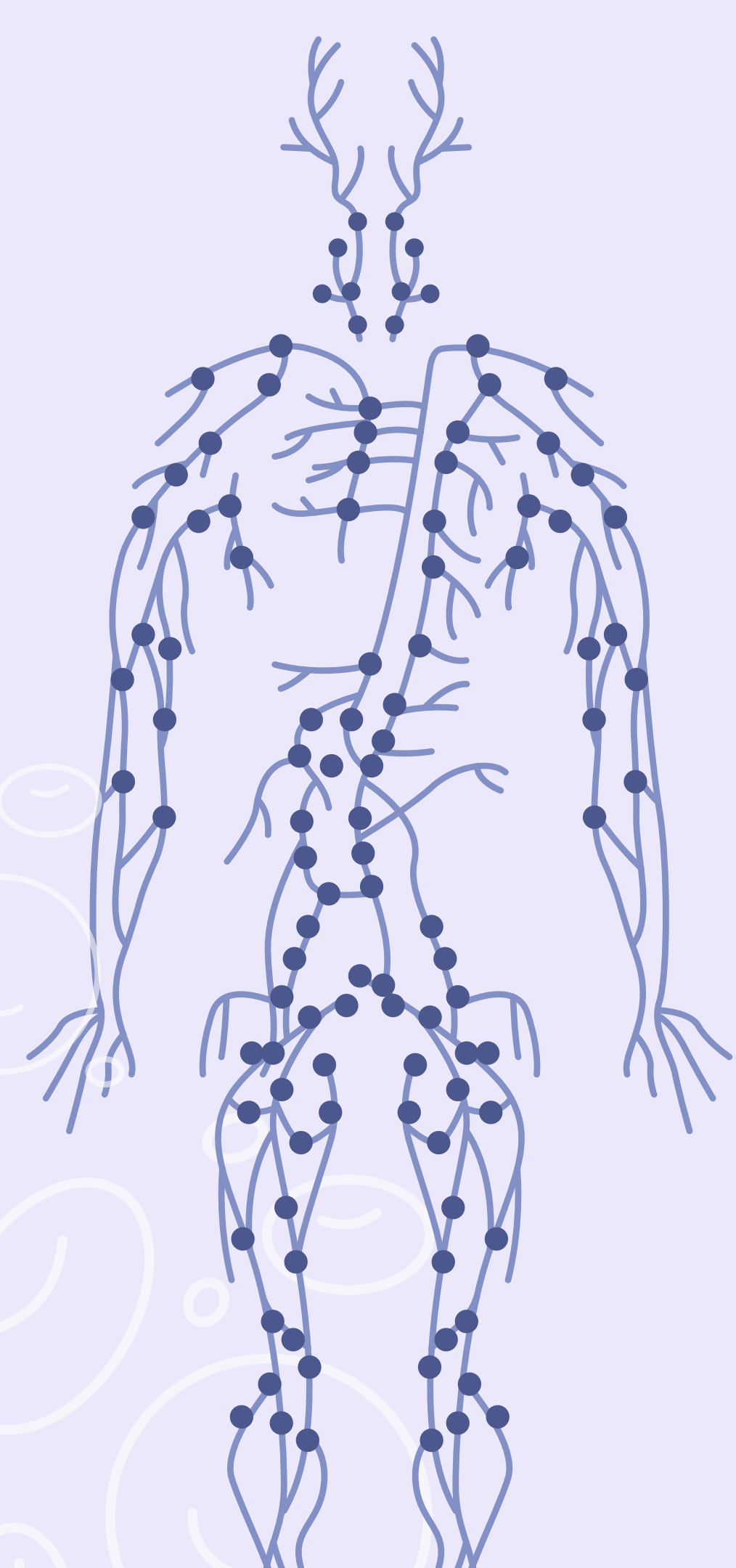
Nonprofit marketing is marketing a product or service that is not intended to make a monetary profit for the organization

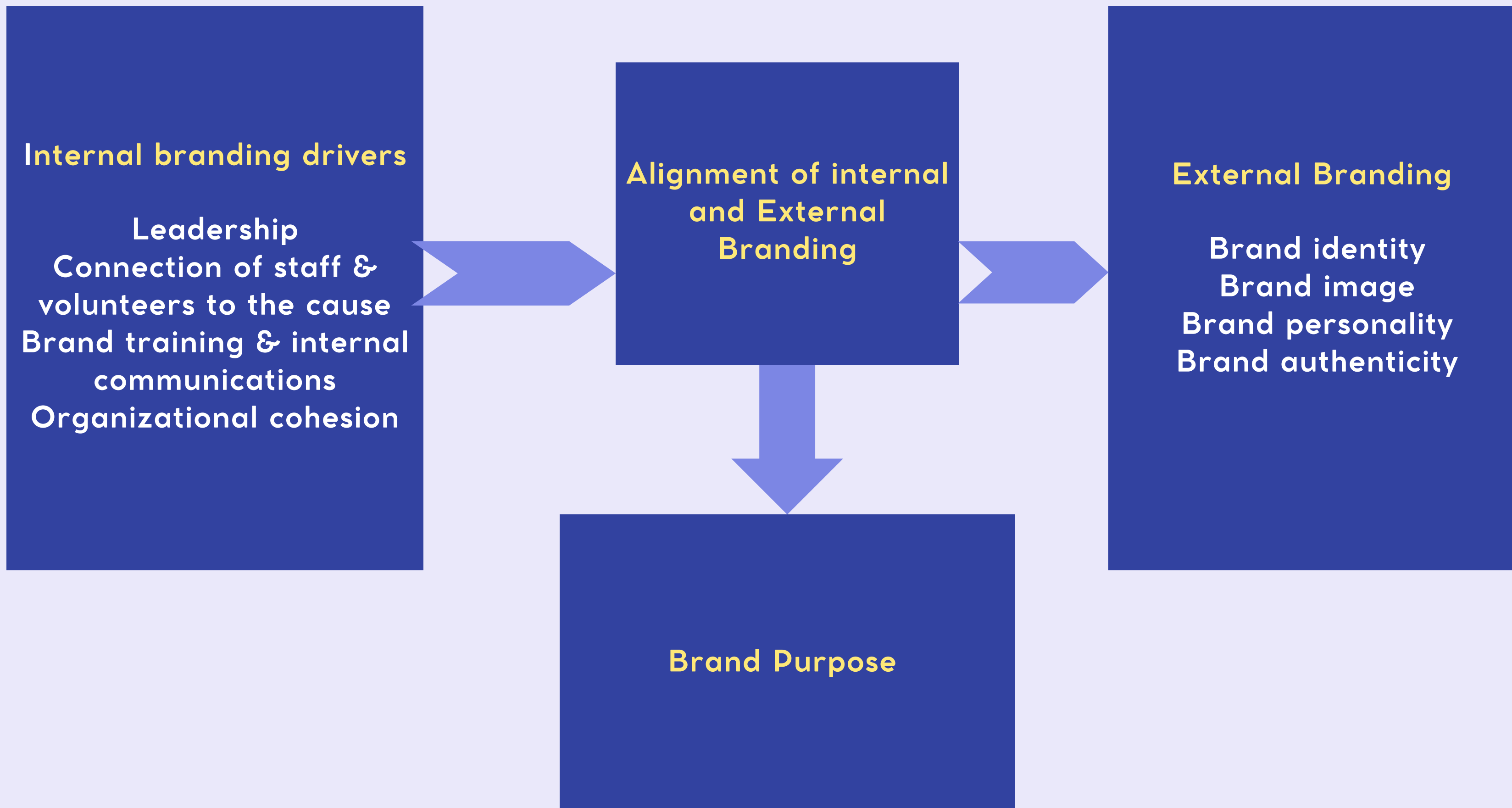
Nonprofits exist to serve a mission - a social cause that is important to society - rather than only making money.

Nonprofit marketing is about creating and delivering value to multiple stakeholders - clients, donors, boards, volunteers, and the community. And others, depending on the purpose

The nature of exchange is different.

What is marketed is varied.





EXTERNAL BRANDING



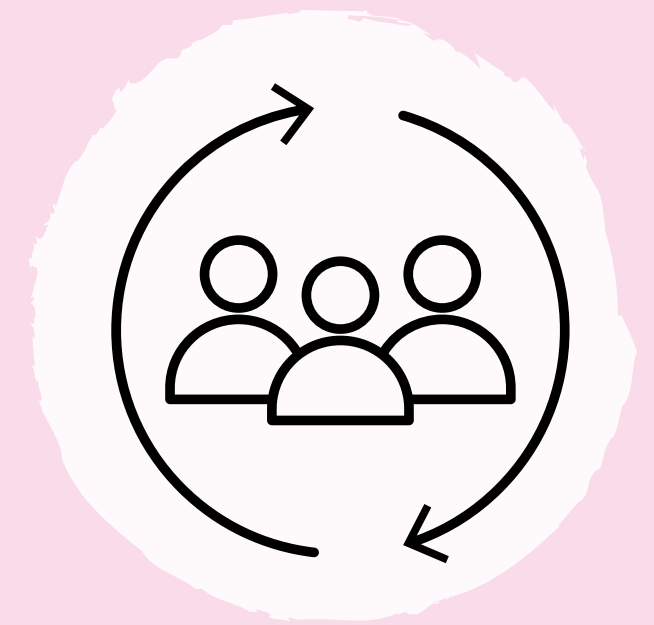
Brand Identity



Brand Image



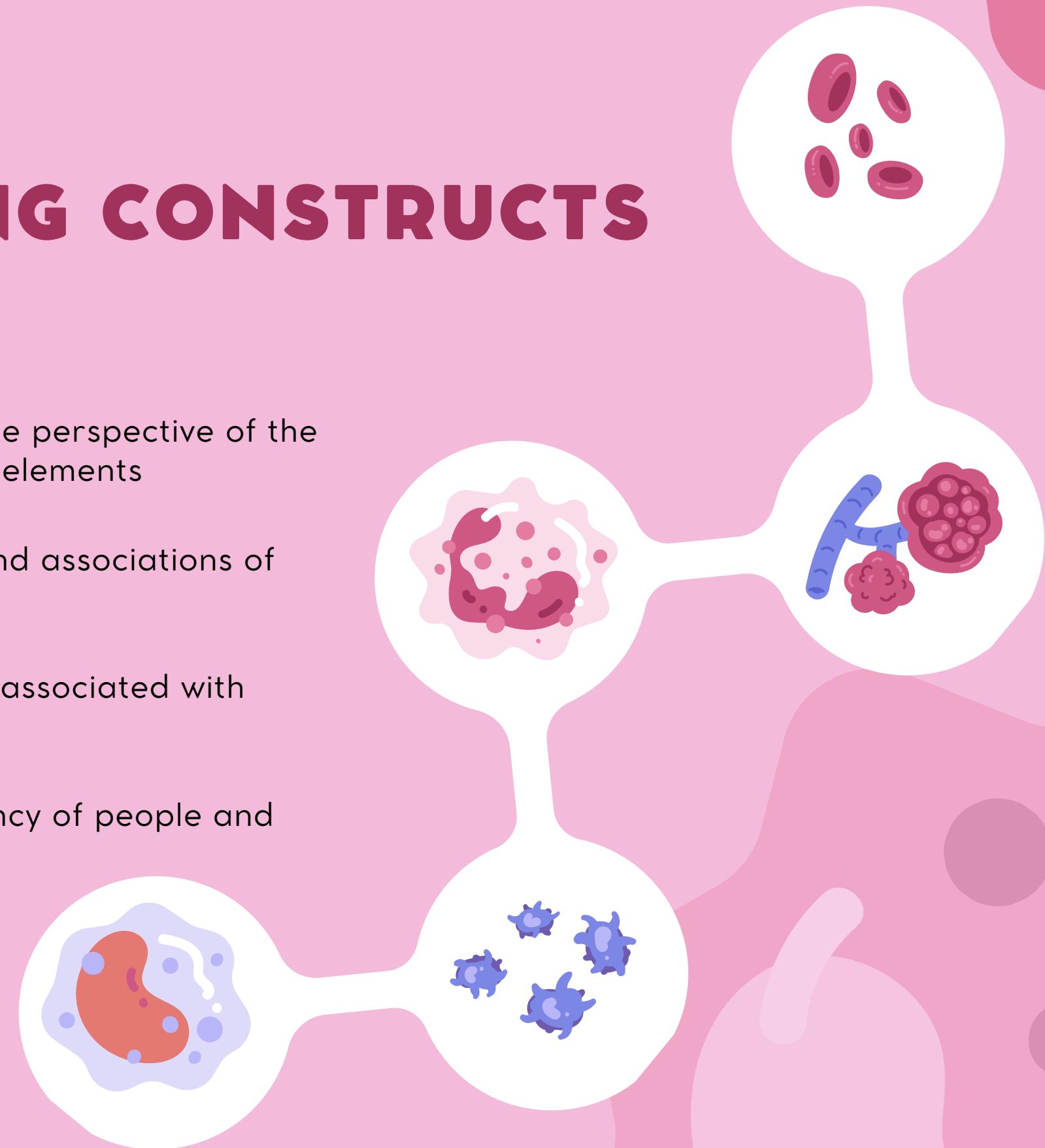
Brand Personality



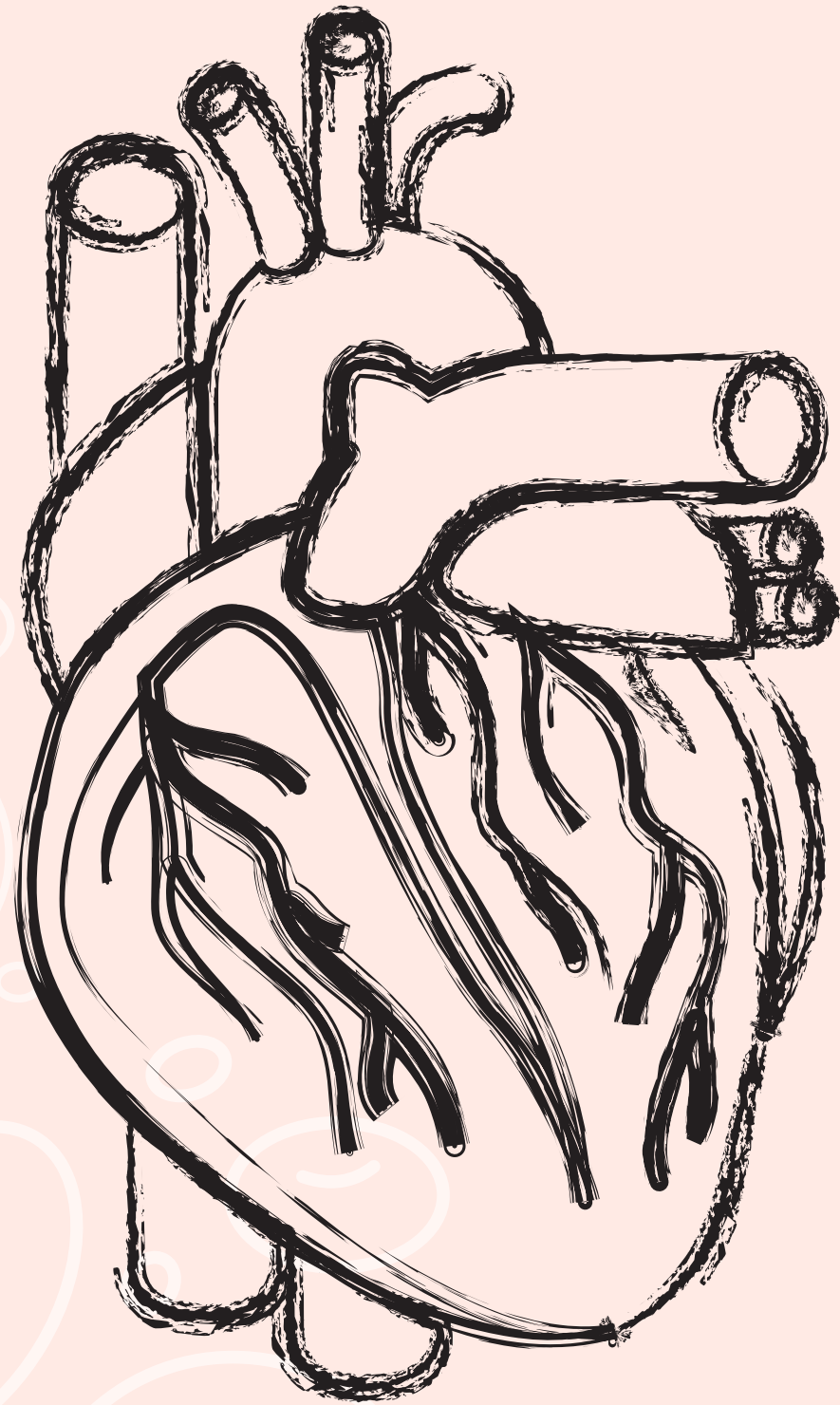
Brand Authenticity

EXTERNAL BRANDING CONSTRUCTS

- 01** **Brand identity:** the brand concept from the perspective of the organization; designed. Visual and verbal elements
- 02** **Brand image:** stakeholders perceptions and associations of the organization
- 03** **Brand personality:** human characteristics associated with the brand
- 04** **Brand authenticity:** match and transparency of people and brand



BRAND PURPOSE



- Why a brand exists
- How brand management intends to have a societal impact
- The inspirational and motivational reasons for being, the higher order it brings to the world
- Long term
- Central to larger identity rather than tactical
- Transcends profit
- The “why” of the brand



**QUESTIONS &
COMMUNITY SHARE**