

claxon

5 STEPS TO A FUNECTIVE* BRAND

Having a brand that clearly, compellingly and consistently conveys what your nonprofit believes in and what makes you special is a modern-day must. Why? Because it makes it easy for people to decide whether they want to engage and keeps them loyal once they do.

So how do you make your organization irresistible? By creating a brand that is funective—* **fun** + **effective** *—and then picking a “spokesperson” to bring it to life. Follow these five steps and you’ll be there in no time.

STEP 1: Define Your Belief Proposition

First thing’s first—you have to know what you believe to know what you stand for. Answer these two questions:

Why does your organization exist?

What would be different if your organization didn’t exist?

Answers to these questions uncover what your organization believes. Now create your Belief Proposition by finishing the sentence, “We believe...” (For inspiration, see examples at right.)

STEP 2: Get Personal

Now that you’re clear on what you stand for, the next question is: what words, visuals and actions will help you convey your belief in a way that will capture the attention of those that share it. Put another way: what’s your personality?

To figure this out, finish the sentence, “In everything we do, we will be...” by picking three words that capture the essence of your organization’s personality. This list is a good starting place.

Academic
Approachable
Casual
Conservative
Courteous
Dynamic
Fast-paced

Honest
Independent
Innovative
Knowledgeable
Open-minded
Outspoken
Playful

Progressive
Respectful
Serious
Stable
Transparent

EXAMPLE

Your Belief Proposition

We believe all children deserve to be great readers.

We believe technology can play a pivotal role in the greater good.

We believe fish are worth fighting for.

STEP 3: Find a Spokesperson

Pick a spokesperson for your organization that would believe in your belief proposition and embody your personality. This person won't actually be your spokesperson. Instead, you will use them as a way to bring cohesion and consistency to your efforts. The spokesperson might be a fictional character (Luke Skywalker) or a real person (Luke Perry).

STEP 4: Introduce your website to your spokesperson

Review your website. Can you imagine your spokesperson saying it? Would your spokesperson use long sentences or short phrases? If your spokesperson is an academic, semi-colons might be just fine, but if it's Buzz Lightyear, not so much. If you put your spokesperson's picture on the site, would it fit right in or stand out like a sore thumb? If you've got a sore thumb on your hands (pun intended), take a look at your color palette and, if need be, your logo. For instance, if your spokesperson is a blazer and tie type of guy and your website looks like something fresh off the set of Jersey Shore, how can you make it less casual and more polished?

STEP 5: Stay in character

Write all future communications—newsletters, brochures, annual reports, etc—as your spokesperson would. Having one voice will make it easy for multiple people to write in a way that is consistently irresistible to people who are mad about your mission.

What now? Repeat steps #2-5 once a year. What you stand for shouldn't change—who best represents what you stand for just might.

EXAMPLE: SPOKESPERSON

We believe that all children deserve to be great readers. To honor that belief, we will be approachable, dependable, and outspoken in how we talk, write, visually portray and act. Our spokesperson will be Queen Latifah.

