



W E L C O M E

WEBINAR: Branding Shifts for Nonprofits



Three strategies to be seen and heard
through online noise

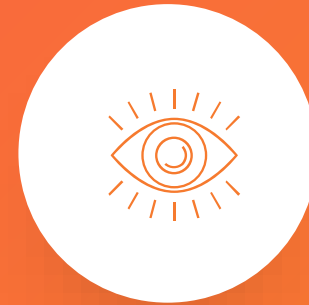




Watch the Webinar



**Send us your Questions
in the Question Box**



Read the Blog

TODAY'S SPEAKER



Kerstin Heuer is the co-founder of **NonProfit Today** and Brand to Impact, the branding program for small non-profits. We help non-profit organizations to create sustainable brands so they get heard, seen and funded.

Kerstin Heuer

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nonprofittday



@nonprofittday

Branding Shifts for Nonprofits



Learn about the critical three shifts that every nonprofit has to take right now to master their messages online and pivot their brand and stand out in the digital space.

WHAT YOU WILL LEARN

Learning #1 THE THREE BRANDING PILLARS



Learn about the three Branding Pillars that every New Generation Non-Profit needs to identify to create a solid brand foundation.

How to create a messaging ecosystem that will help you to connect on a deeper level with your supporters.



Learning #2 YOUR MESSAGING ECOSYSTEM

Learning #3 THE RIGHT SYSTEMS



How to create more impact by setting up the right systems and applying your messages on a daily basis in your content strategy no matter the channel (Facebook, Instagram, Twitter, LinkedIn) or type of content (video, blogpost, story).

WHAT'S THE DESTINATION? — ...



TODAY 30,000ft



TRENDS 2021



IS YOUR CONTENT SEEN?



facebook

Facebook has **2.74 billion** monthly active users, an increase of 12% year-over-year.

1.82 billion people on average log into Facebook daily.

Facebook users spend **58 minutes** per day on Facebook.



Instagram has **1.15 billion** active users.

500 million people visit Instagram stories daily.

59% of the content on Instagram are photo posts

14.9% of the content on Instagram are video posts.

BRANDING:
**IT'S NOT WHAT YOU
HAVE BEEN TOLD IT IS**
— ...

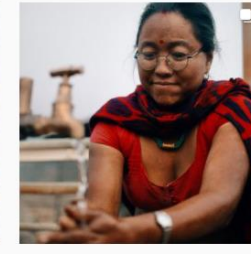
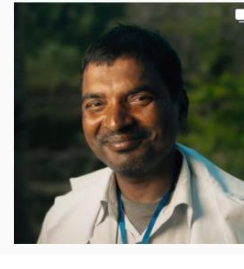
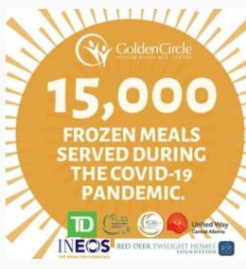
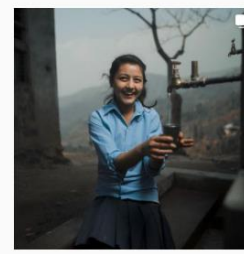
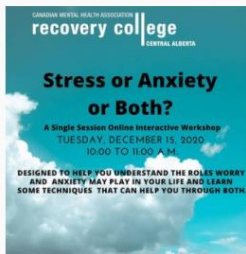
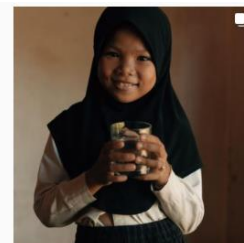


STORIES IN PEOPLE'S MINDS

— ...



HOW DO PEOPLE EXPERIENCE YOUR BRAND



THE KEY:
YOU NEED TO
BECOME A REALLY
GOOD CONDUCTOR!
— ...



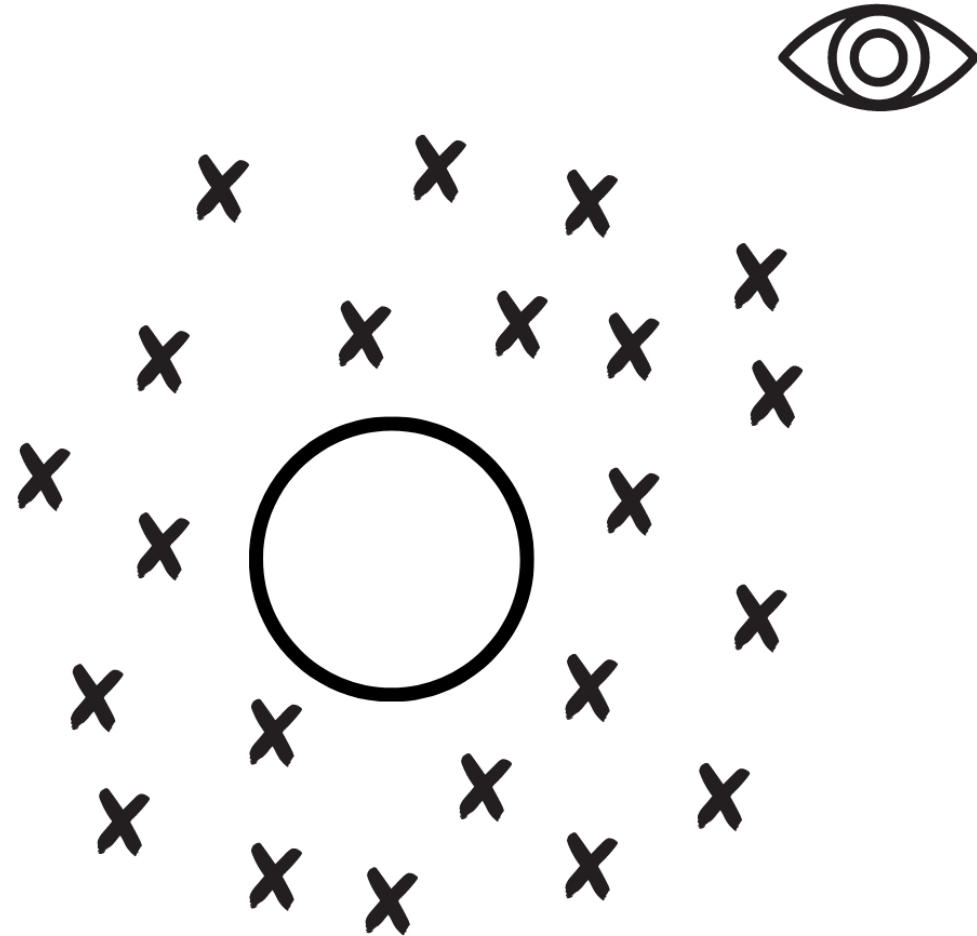
HOW

**CAN THIS BE
TRANSLATED TO
YOUR
ORGANIZATION?**

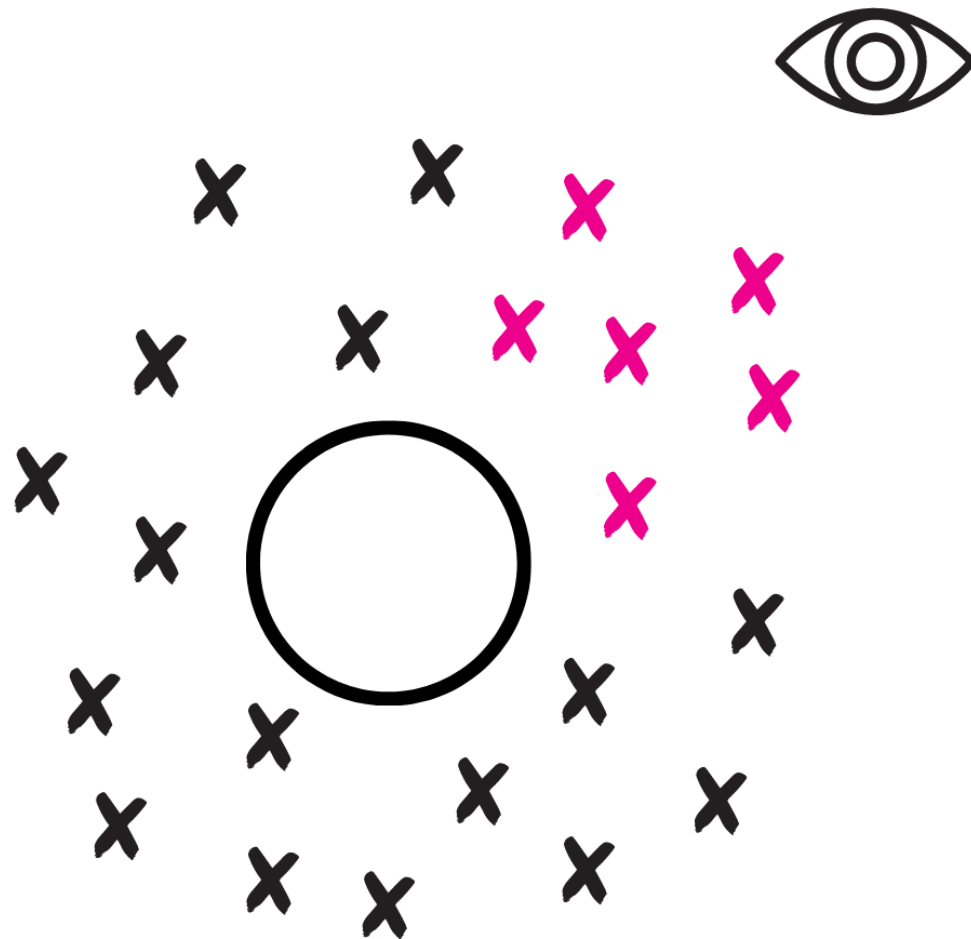
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BIRDSEYE VIEW



BIRDSEYE VIEW



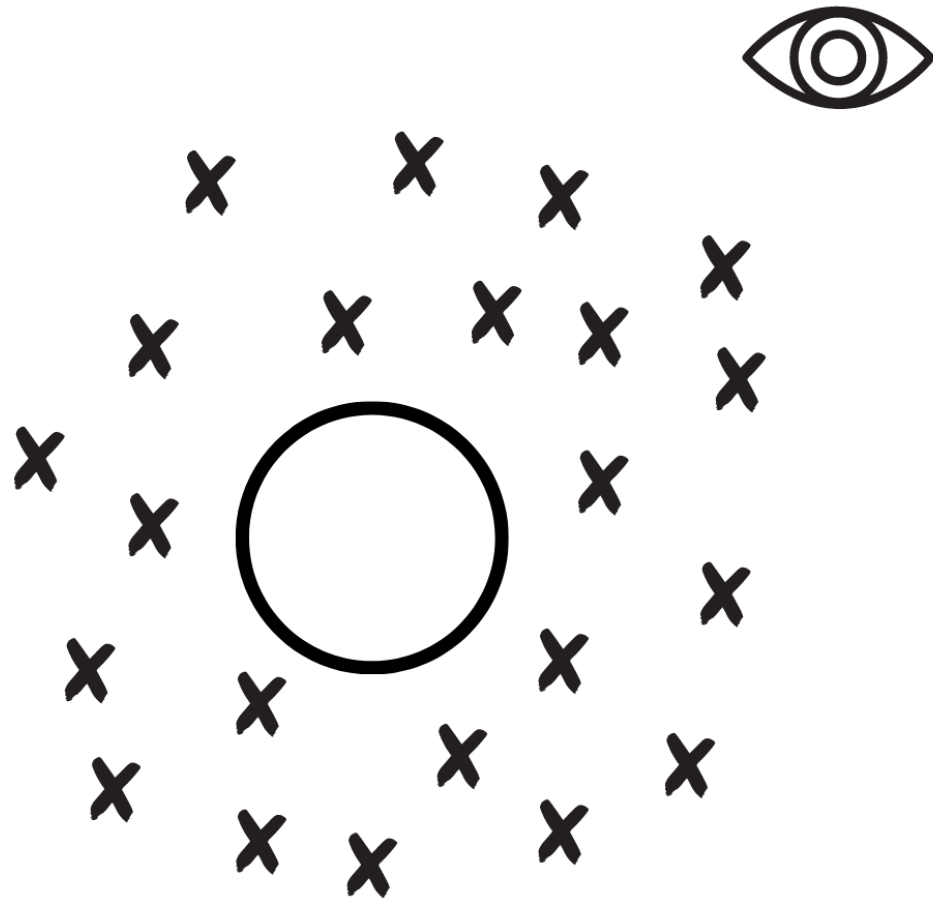
HOW TO START



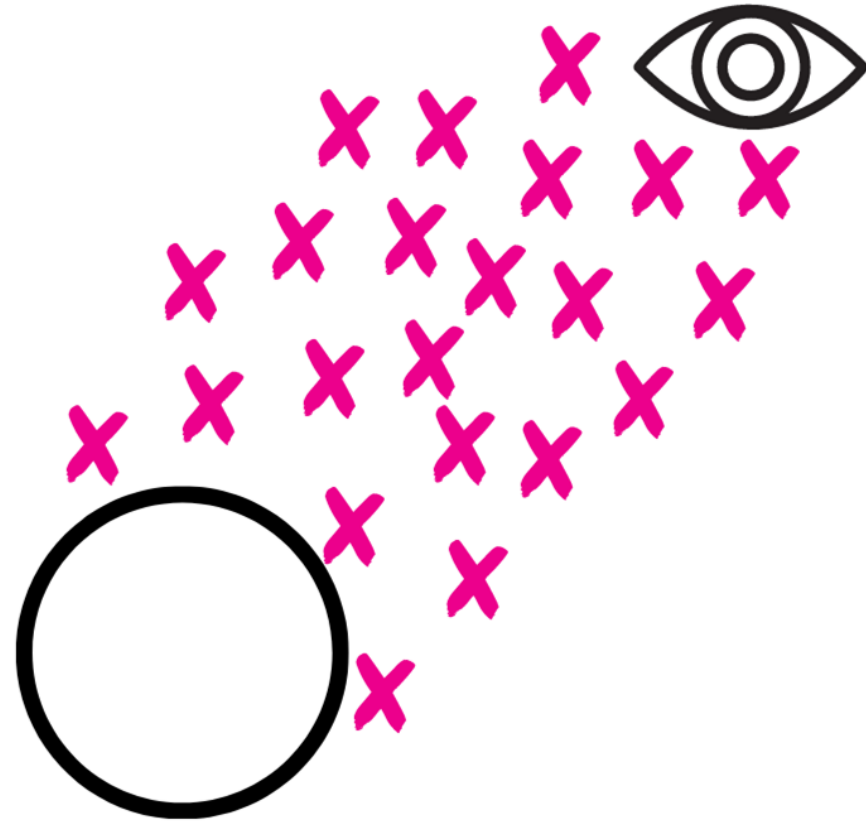
- Is what you **offer** something that people actually want (to support)?
- Are you offering it to the **right people**?
Are you talking to their hopes and dreams?
Is what you say aligned to what they want?
- Are **communicating your values and what makes you unique**? (Your differentiator)
- Your why?
- Is what you say consistent?
- Are your **team, board members on the same page with you**? Are they engaged?
- Are they inspired and give their best?



FROM HERE



TO HERE





**FINALLY YOU SEE
WHAT IS GOING ON
—...**

LEARNING #1

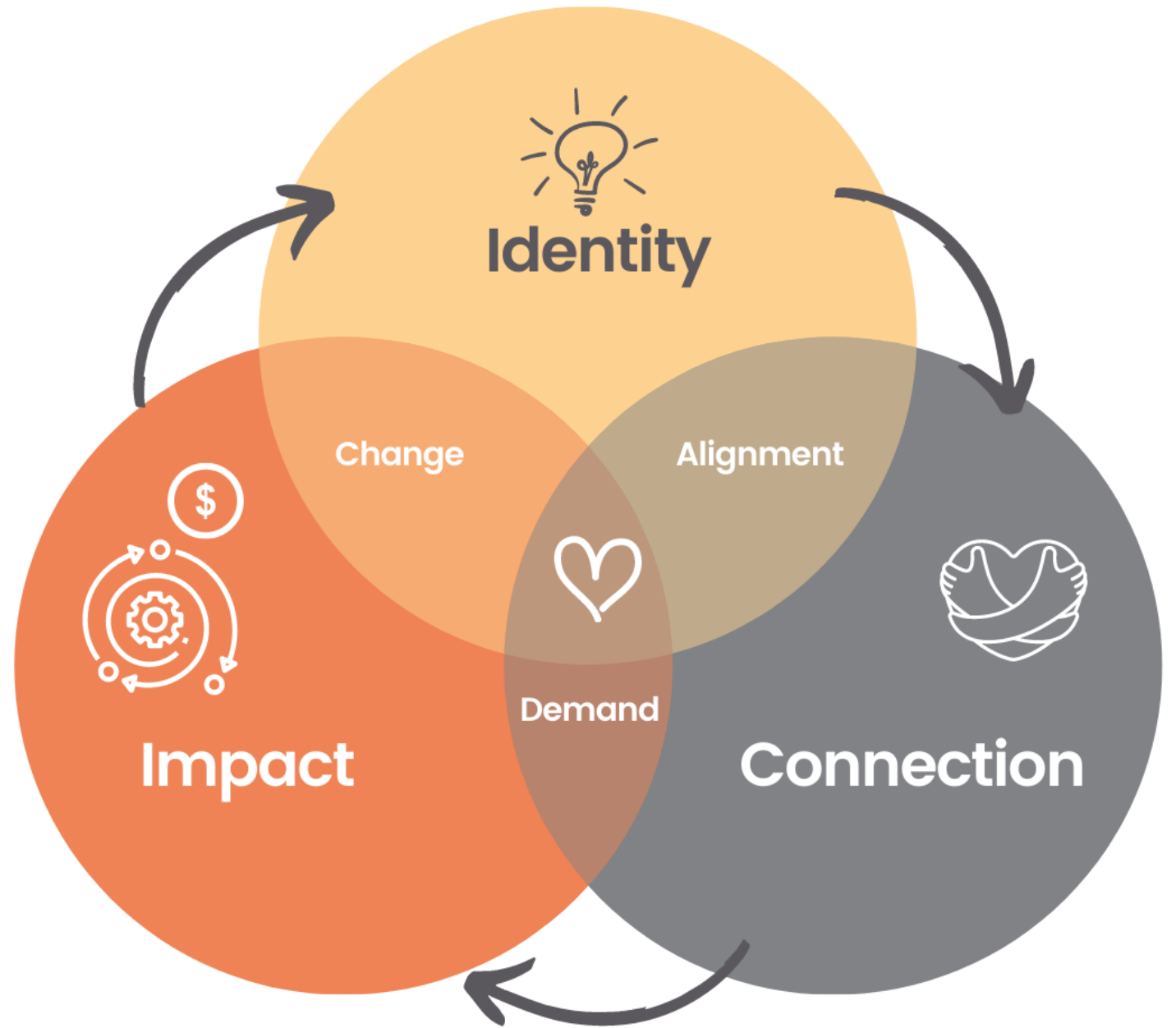
THE THREE BRANDING PILLARS



The three Branding Pillars that every New Generation Non-Profit needs to identify to create a solid brand foundation.

THE THREE BRANDING PILLARS

— ...





Identity

vision & mission
deeper purpose
brand story & beliefs
brand personality
unique perspective

IT ALL STARTS HERE:

ALIGNED IDENTITY

— ...

**From not being very specific and
not standing out**

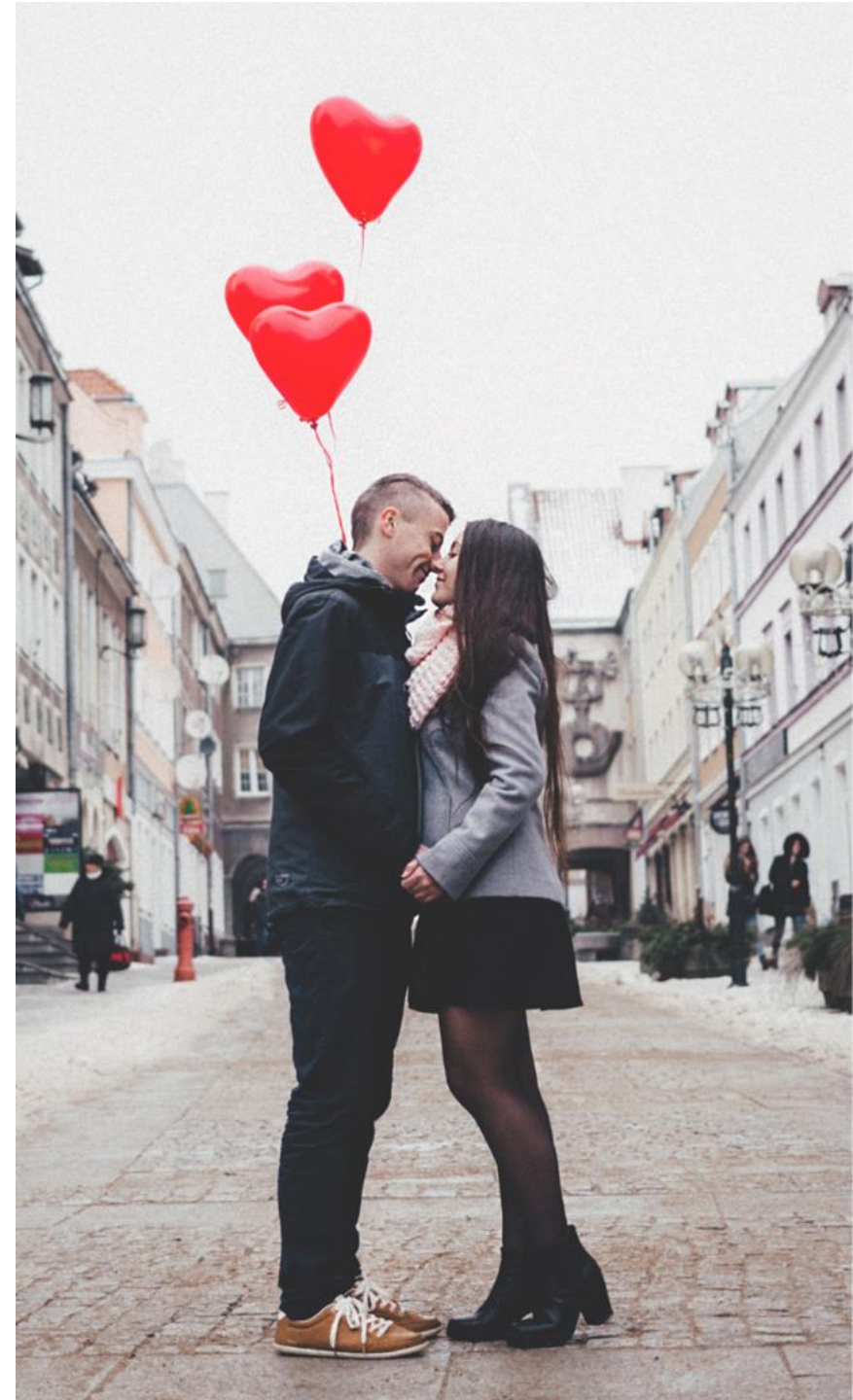
**to standing for something with a
clear vision, unique perspective
and values that guide your
organization from the inside
out.**

IT ALL STARTS HERE:

ALIGNED IDENTITY



- How do you implement your vision on a day-to-day basis?
- Do you act from your vision or towards your vision?
- Are your values guiding principles for your organization?
- Do you have a unique angle to share your story?
- What are you standing for or against?



How the right positioning and defining the audience leads to community support and funding!



Captain's Log
Why the Addiction?

Until no one struggles alone,
your help saves lives.
We're here to provide the first steps to recovery.

Services Ways to help

Emergency Shelter
Services

EXP/05

Support Services

Housing Services

EXAMPLE

SAFE HARBOUR

SOCIETY

Brand Story Board:

- Identify Problem
- Identify Audience
- Emotions, Feelings, Stats



EXAMPLE

SAFE HARBOUR

SOCIETY

Brand Story Board:

- Who we are
- Our Services
- How we help



EXAMPLE

SAFE HARBOUR SOCIETY

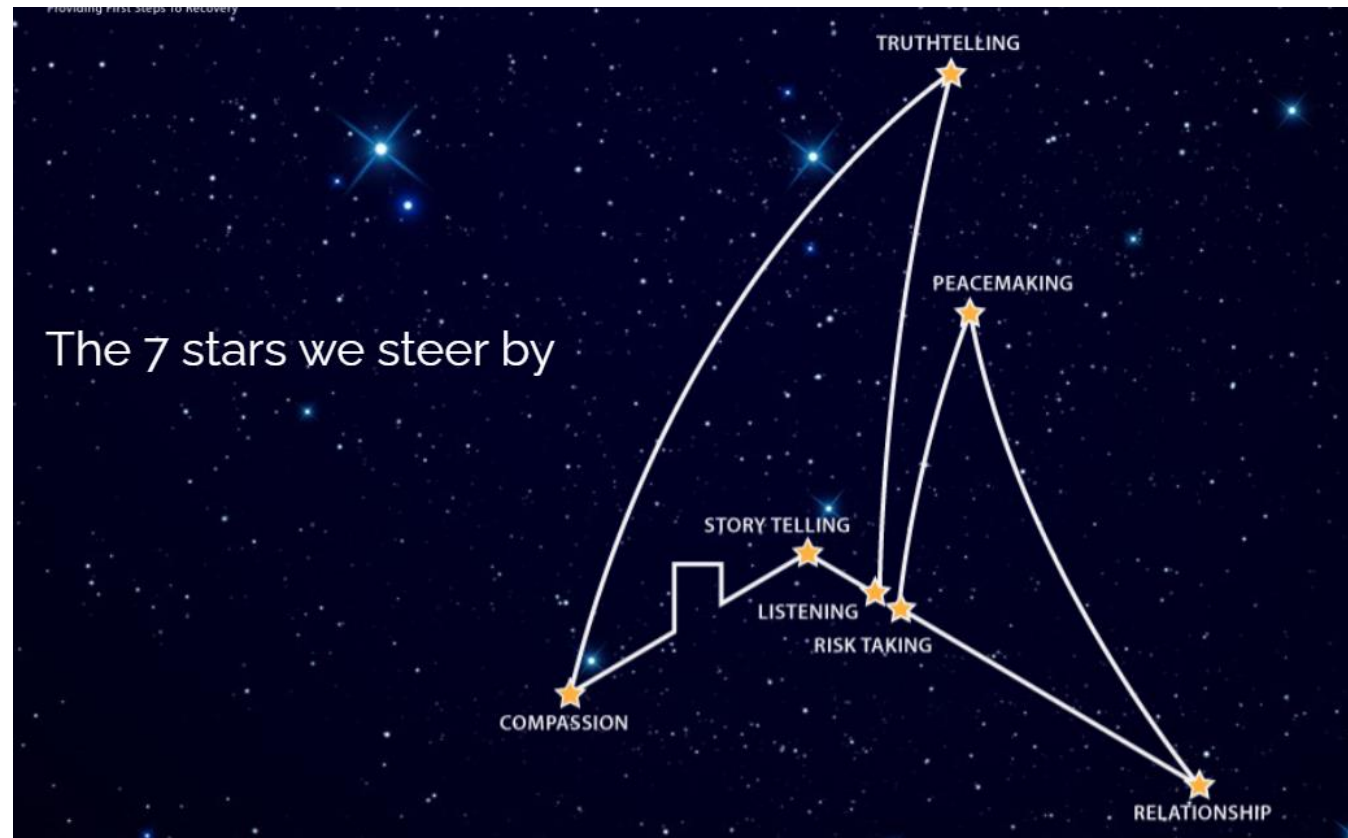
— ...

Brand Story Board:

- Results for audience
- Feelings



Values Guide Day to Day Operation



Example of the 7 Stars



How to use the values:

- Connecting on a deeper level
- Finding the right people and supporter
- Onboarding HR
- Key Messages
- Funders

Relationship

Relationship is our North Star at Safe Harbour and our first priority. We are committed to sustaining and enhancing the connection we make through all of the relationships we establish.

For Our Team
Employees feel valued, important, listened to and understood. When relationship is prioritized, an environment of trust is established providing increased safety and belonging.

For Our Guests
The relationship our staff build with the people they serve is often a lifesaving connection. As trust is established, stories are told and realistic support is offered.

For Our Community
Relationship building in our community ensures collaboration. It provides mutual understanding and a path forward.

"As we start to really get to know others, as we begin to listen to each other, things begin to change. We begin the movement from exclusion to inclusion, from fear to trust, from closed-minded to open-minded, from judgment and prejudice to forgiveness and understanding. It is a movement of the heart."
Jean Vanier

LEARNING #2

YOUR MESSAGING ECOSYSTEM



How to create a messaging ecosystem that will help you to connect on a deeper level with your supporters.



BECOME IRRESISTABLE

— • •

From exhausting membership drives and hustling fundraising events

to being the irresistible cause/organization that people love to support.

**The purpose of sharing
your message is to
create connection.
— ...**



Connection

audience, messaging
ecosystem, and design

ASK BETTER QUESTIONS

REAL CONNECTION



- Shift perspective: Instead of asking what can they do for you?
Ask: What value can we offer them?
- What keywords can we associate with our values?
- Based on those keywords, what messages can we create?



How defining the audience, messaging, and strong visuals helps BCL to have staff and volunteers become their biggest brand ambassadors!



[Donate Online >](#)

[Login >](#)



[Home](#) [About >](#) [Housing Programs >](#) [Work With Us](#) [How To Help >](#) [Maintenance Request](#) [Contact](#)



BRIDGES COMMUNITY LIVING FOR SENIORS

Enjoy life in safe, affordable housing as part of a vibrant and active community.

[Find out what option is right for you! >](#)

Brand Strategy

Digging Deep



1. Current State Report:
Survey + Interview, Audience, Deep Dive
2. Brand Strategy:
New Name, Revised Vision, Identified Values, Key Messages, Personality,
3. Guidelines:
Colors, Fonts, Templates, Messages

Example

Values – Key Words



Brand Values	Significance	Valuable	Connection	Contribution	Trust
Definition	The quality of being worthy of attention; important.	Having qualities worthy of respect, admiration or esteem. Of considerable use, service, or importance	To join, link, fasten together; unite or bind.	To give (money, time, knowledge, assistance) to a common supply, fund, etc., as for charitable purposes.	Reliance on the integrity, strength, ability, surety etc. of a person or thing. Confident expectation of something; hope.
Key Words	Important Individual Matter Priority Meaningful Paramount Center/central Primary Main	Respect Consideration Prized Treasured Cherished Appreciated Precious Unique Concern Deserving	Bridges Pathways Kinship Collaboration Partnership Relationship Alliance Affinity Together	Participation Generosity Giving Help Service Support Interest Achieve Act	Confident Assurance Sure Certain Promise Prove Believe Strength Peace of mind
Imagery	Management chatting laughing with residents. Staff, residents, family in conversation Wing Meetings Staff: Maintenance and repair	Management chatting laughing with residents. Staff, residents, family in conversation Wing Meetings Staff: Maintenance and repair Bulletin board with messages	Bus transportation Residents chatting with each other Residents in common area playing games. Having lunch / supper together	Partnership with community partners Co-op, Golden Circle etc. Recreational activities Residents gardening (rooftop)	Happy and relaxed family members visiting residents Hugging (or arm around shoulder) residents, management

Example

Values – Images

—...



Example

Key Words - Messages



Key Messages

As seen in the chart in the section Core Brand Values, there are adjectives that may be attached to the values and brand personality, to aid in the expression thereof. Following are some key messages that can be used in conversation, presentation, and marketing campaigns:

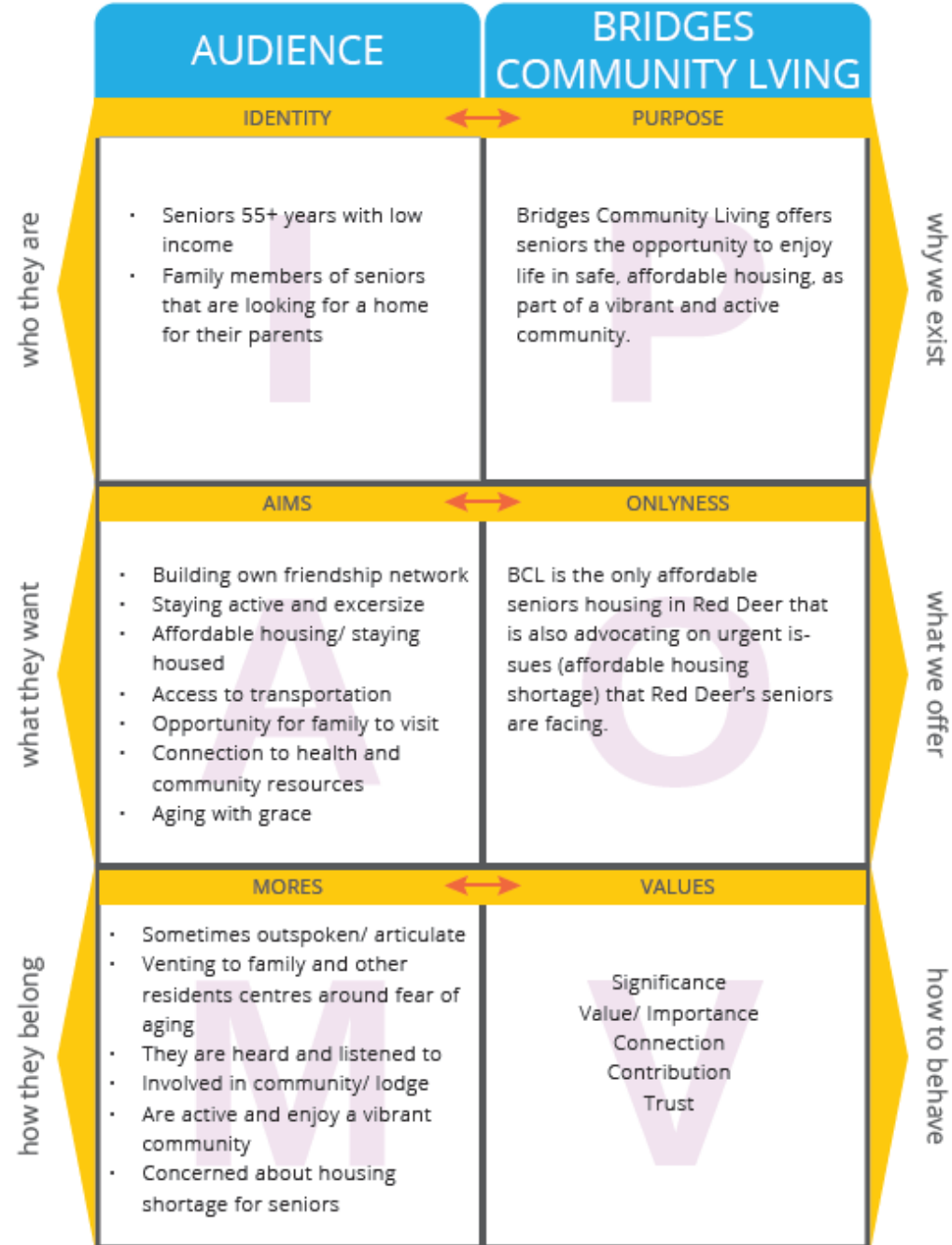
Audience #1 (Community):

- BCL has been in the community, serving as the trusted provider of safe, affordable seniors' housing in Red Deer since 1957.
- Though organization has grown substantially over the years, the supply of housing, and the base funding has not kept up with the demand. The aging demographic continues to grow, and many seniors find themselves with limited incomes and limited options.
- We need our community to work with us to ensure that we can continue to offer Red Deer's seniors decent, appropriate housing options that give them the opportunity to enjoy life in an active community, instead of spending their time vulnerable, worrying and living in compromised situations.
- We are building strong community alliances and working together to find solutions to the growing shortage of safe, affordable housing for our seniors.

Alignment



Brand Alignment with Audience



Color Palette



Primary Colors



Navy Blue:
CMYK 94 72 44 34
RGB 24 61 86
#183d56



Blue:
CMYK 72 26 0 0
RGB 54 154 213
#369ad5



Orange:
CMYK 0 38 64 0
RGB 249 171 107
#f9ab6b

Secondary Colors



Green:
CMYK 49 0 99 0
RGB 143 199 64
#8fc740



Purple:
CMYK 0 38 64 0
RGB 249 171 107
#9e51a



Dark Orange:
CMYK 3 64 79 0
RGB 327 122 70
#ed7a46



INSERT PRIMARY HEADLINE

Insert subheading

Si senit. Verfic mentem ellamprit. Ingultuam me etis, di, esupimortam. Vivis sunc opon nihicultum quem P. Hilliam tam firmis coeri Inaris re o con Inclarbes conihli icaudam. Tum concum cauctum pata consu vatrunt lquonesses aden demoere henteris ad Cupios

Contact Information
Email: info@bridgescl.ca
Phone: (403) 343-1077



BRAND PERSONALITY



Hello!

I'm June, a senior resident and your go-to gal for all the happenings at Bridges Community Living (BCL). I am living in the vibrant Parkvale Lodge and there is never a dull moment in here.



Bridges Community Living @BridgesCommLiv · Dec 8

What are some old, or new, traditions you have for Christmas? One of mine is baking shortbread and watching White Christmas while I eat them. I'd love for you to share. Maybe we can start some new traditions with some old ones from friends. #BCL #ABSeniors #reddeer #tistheseason



Bridges Community Living @BridgesCommLiv · Feb 26

Guess what this gal got to do last night? I attended the Chamber of Commerce Business After Hours last night and met some great business people from Red Deer. I was thrilled to answer all of their questions about BCL and about our new lodge opening in the spring of 2021.



"The new brand creates more excitement internally than we thought it would. Our staff totally bought into it and they became our biggest ambassadors. They are willing to talk about who Bridges is and there is a level of excitement that wasn't there before. We build communities through building homes for seniors."



LEARNING #3

THE RIGHT SYSTEMS



How to create more impact by setting up the right systems and applying your messages on a daily basis in your content strategy no matter the channel (Facebook, Instagram, Twitter, LinkedIn) or type of content (video, blogpost, story).

FIND YOUR FOCUS



**From exhausting and disjointed
everyday tactics**

**to having a focused strategy and
systems that support your
vision.**

THE RIGHT SYSTEMS

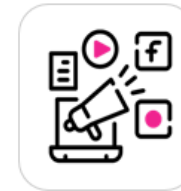
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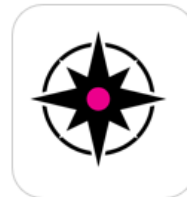
Impact

marketing and fundraising
system

MARKETING **WITHOUT STRATEGY**



Tactics:
Social Media, Fundraising
Marketing



Vision
Purpose



Goals



STEP-BY-STEP SYSTEM



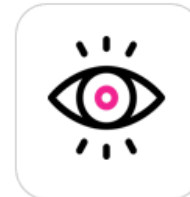
Your Brand Foundation



Tactics



Message



Design



Positioning



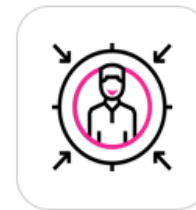
Strategy



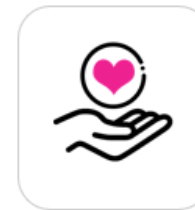
Vision
Purpose



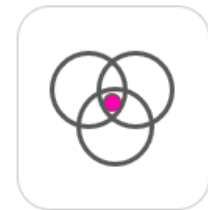
Goals



Audience



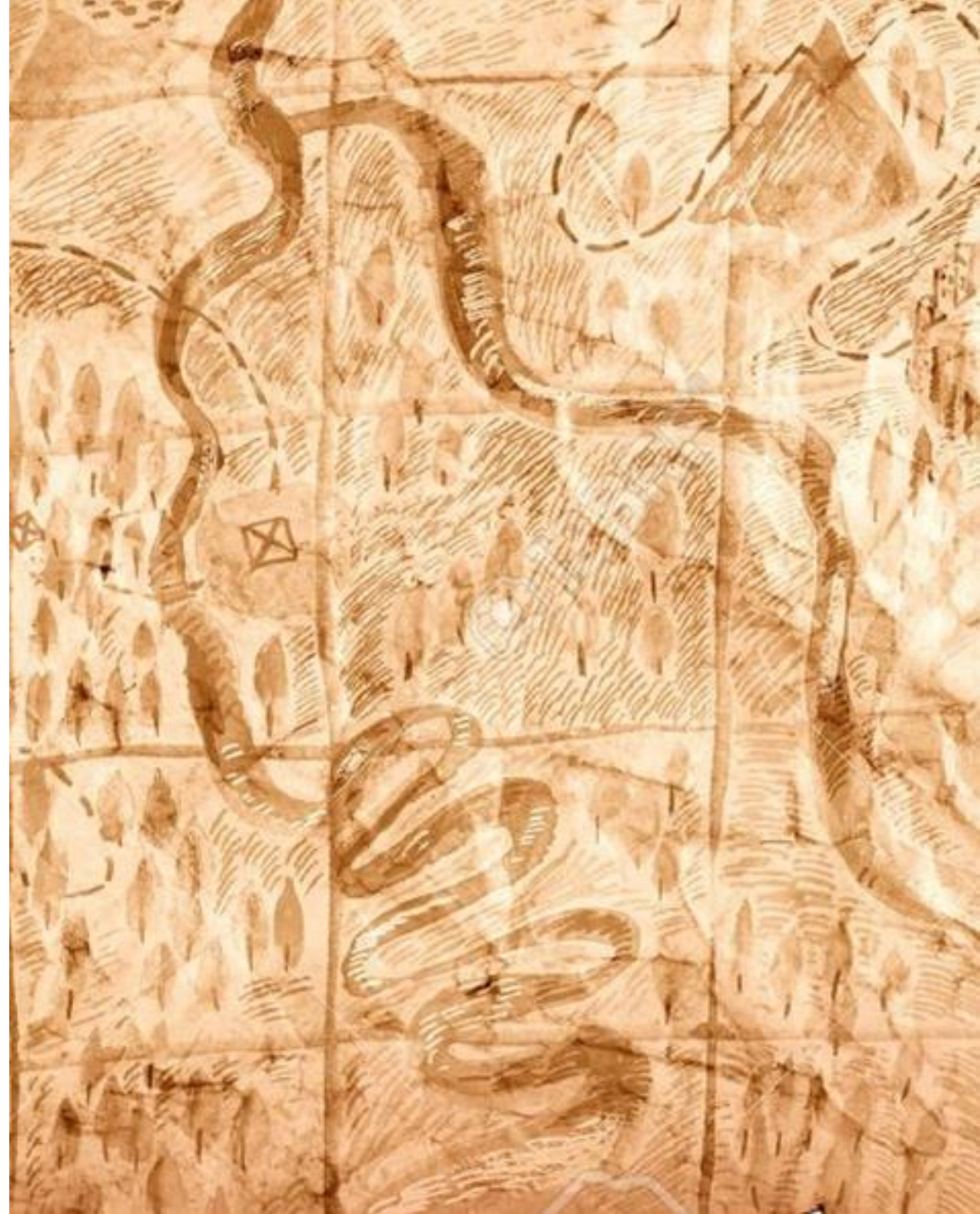
Service



Values

THE MAP AND THE X

- Develop overarching goals and themes
- Identify the best strategy to reach your goal.
- Identify processes and systems. What touchpoints do you need? What can be automated? What tools can support you.



GOALS. OBJECTIVE. STRATEGY. TACTIC.



GOALS

What is the bigger outcome? Where do we want to be?



OBJECTIVE

How can we make the goal measurable?
S.M.A.R.T



STRATEGY

What How do we reach the goal?



TACTICS

What are the best tools to pursue the objectives?

Example



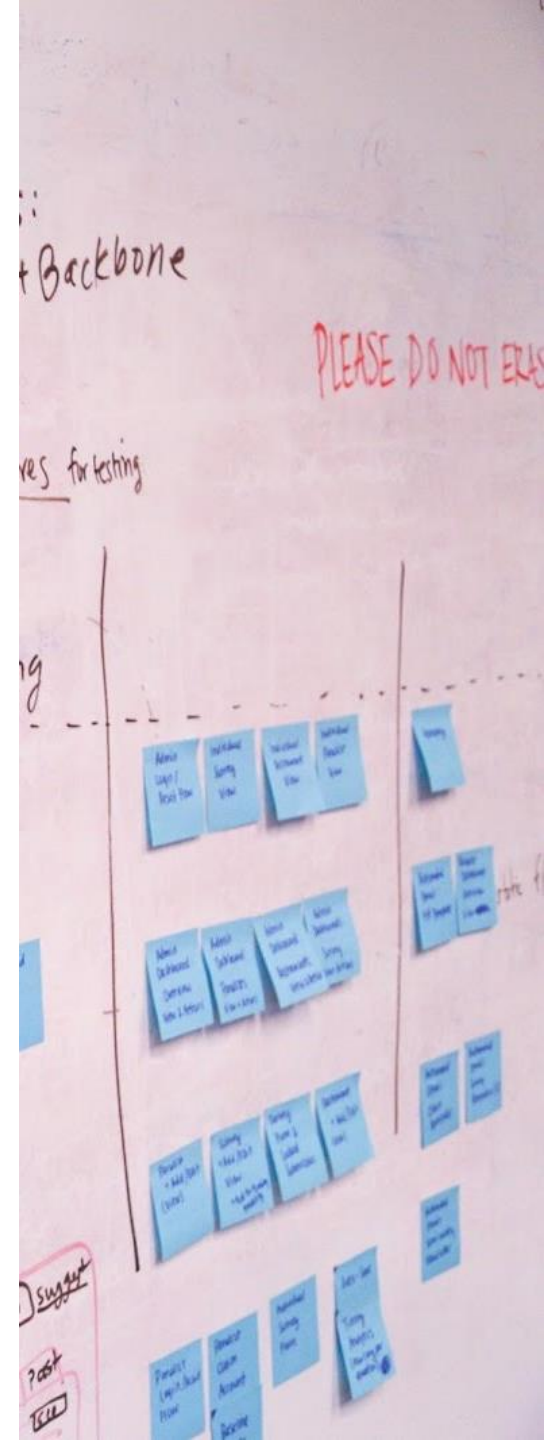
GOALS

To Become the primary resource in crime prevention education in Canada.



OBJECTIVE

To create a 5 level membership program with free and paid options and increase membership by 300 members by December 2021



Example



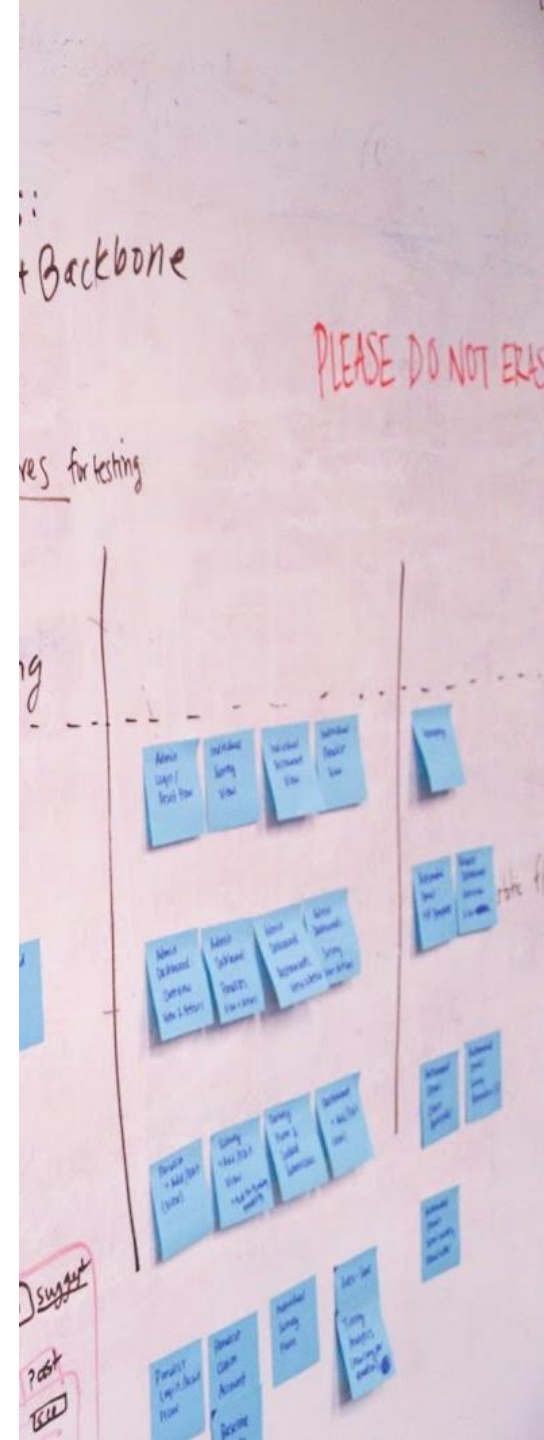
STRATEGY

- Explore strategic partnerships
- Identify audience and membership needs
- Develop program with founding members



TACTIC

- Create survey for current members
- Use social media and Instagram to promote survey
-



What about Day-To-Day Social Media?



Align what you do with your vision!

- What content can you create that aligns with your key messages and vision?
Example BCL: One of their values is **CONNECTION**. One focus on their social media is connection.
- Ask yourself: What does it look like to implement your values on a day to day basis?
- How can you create a dialogue rather than just posting content?
(What could CONNECTION look like as REEL on IG, what conversion could you start and have FB lives or podcast?)
- Who could you partner with? Who has similar values and a shared vision?

OVERALL TAKEAWAYS

— ...



ALIGNED IDENTITY

Your organization's identity is the key to building a strong foundation for your marketing and fundraising.



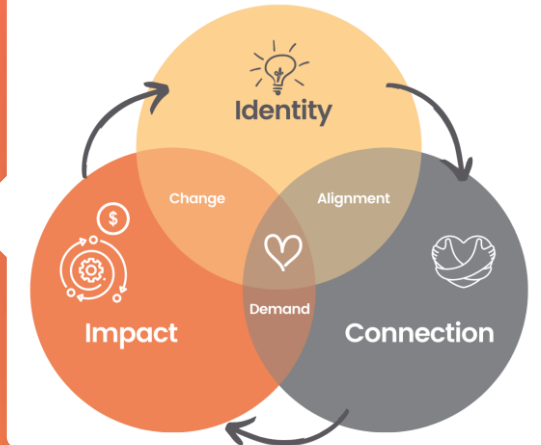
REAL CONNECTION

People want to connect with people. Finding out what they really want and how to emotionally connect with them is crucial for marketing and fundraising results.



IMPACT TO CREATE CHANGE

Start with goals and break them down to strategies and tactics.





Q&A

GET IN TOUCH

Kerstin Heuer is the co-founder of **NonProfit Today** and Brand to Impact, the branding program for small non-profits. We help non-profit organizations to create sustainable brands so they get heard, seen and funded.

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@nonprofittday



nonprofittday



@nonprofittday



Download your free Planning Resource:

<https://rebrand.ly/CCVO-2021>

BECOME A CCVO MEMBER TODAY!



Become a CCVO member to receive all the benefits of membership and support our work towards a vital, dynamic sector that is recognized and respected as an integral part of our community.

CCVO Members enjoy benefits such as:

- **FINDING FUNDERS** with a discounted subscription to the *Grant Connect* database.
- **BUDGET SAVINGS** with discounts on CCVO networking events such as our *Nonprofits at 2:00* gatherings, plus discounted postings on the *Reach Hire* nonprofit job board – including one free job posting per year.
- **EXPOSURE FOR YOUR ORGANIZATION** with CCVO's online member directory and featured member spotlights on the member directory page.

Learn more about CCVO Membership at calgarycvo.org/membership
or connect with us at membership@calgarycvo.org



T H A N K Y O U

WEBINAR: Branding Shifts for Nonprofits



Three strategies to be seen and heard
through online noise

