



10.0 Marketing and Communications

Branding

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What is a Brand?

Your brand is the image which represents your organisation and differentiates it from other charities.

A brand should make your charity's message clear to supporters and potential funders.

In a society fixated with image, branding is big business. A coherent and well-executed brand is essential to an organisation's survival.

Any visible sign or device used by a business enterprise to identify its goods and distinguish them from those made or carried by others.

Encyclopaedia Britannica



Creating a Successful Brand

Potential supporters or donors will probably interact with your brand before they meet the human face of your organisation.

A brand is more than just a logo or an image. It provides a first impression of your organisation and shapes the way in which the public perceives your work.

The charities and voluntary organisations whose brands are most successful are those that successfully emulate and are comparable to corporate packages.

Developing and establishing a strong brand will increase the likelihood that potential backers supporters will choose to support your organisation over a lesser known and less well-marketed charity.

A good starting point is to outline why you are unique and then summarise this into a word statement. Tesco has '**every little helps**', Fairbridge has '**helping inner-city youth**' the Media Trust has '**helping charities communicate**'.

A strong brand will:

- Clearly express your charity's vision and values
- Make explicit your charity's needs and objectives while immediately conveying to backers what it is you desire from them
- Inform those who might benefit from your services exactly what your organisation offers
- Appeal to your target audience
- Be consistent in its messages and steadfast in your marketing efforts – make sure that the language and attitude of your staff reflects your charity's brand and objectives
- Provide good experiences and positively reinforced images
- Feature on all materials issued by the organisation, online and offline
- Adapt and grow if necessary, as the world around us develops and changes

Your Organisations and its Brand

Before presenting your brand to the market ensure that the organisation can live up to its promises. Delivering on your assurances will encourage people to trust your organisation.

Failure to live up to expectations, on the other hand, could do irreparable damage to your organisation's reputation and support. You should, therefore, take steps to ensure that your organisation's brand is consistent with your goals.

- Be clear about what your organisation represents and what you hope to achieve
- Talk to your stakeholders and investigate whether their expectations are in line with what your organisation is doing
- Investigate how you compare with competitors
- Look at who supports your brand and why
- Ask what it is that beneficiaries gain from your service

Why Rebrand?

If you decide to rebrand, be sure of what the process entails and of the benefits you envisage your organisation will gain.

- Revamping your brand can reinvigorate the organisation, expose it to new audiences and increase financial support to your charity
- The image of a long-standing organisation might appear tired and outdated. A timely repositioning has the potential to rejuvenate your organisation's image
- Certain words or images might have a negative impact upon the success and marketability of your organisation. Adopting a brand that is user friendly and which encapsulates your message can significantly transform your organisation's performance and appeal

The Costs

The budgets of most organisations will not stretch to covering the costs of a full-scale, professional branding exercise. Options do exist, however, for your organisation to develop a good brand.

- Investigate which businesses are willing to offer their services on a pro-bono basis
- Concentrate on presenting a strong image in your area of work. Be aware of how national brands perform, and where possible seek to emulate their success.

Potential Pitfalls of Slick Branding

Good branding can make a significant difference to the financial health and public awareness of your organisation. Nevertheless, some problems may arise. Charges of extravagance, for example, could seriously undermine your brand's value if a donor disputes the value of paying the costs of a branding exercise with funds, they believe would better be spent on fulfilling your organisation's brief.

- Be careful to ensure that your organisation justifies its expenditure
- If you have done your research amongst your audience and are convinced that a wholesale revamp of your brand will enhance your organisation's performance, then regard the project as an investment
- Present evidence of likely advantages to your organisation and its supporters and communicate this clearly to key stakeholders

Ensuring the Continued Success of Your Brand

Measure the awareness and perceptions of your brand through brand valuation surveys.

- Gauge the responsiveness of existing, new and potential donors and supporters
- Assess the reactions of your employees and beneficiaries
- Ensure maximum impact for your organisation's brand by monitoring and responding to your audience's changing needs



Remember

Branding and marketing, especially when they are well-executed, remain in a person's mind. Be consistent and persistent in your publicity and in the messages you project.

Further Sources of Help and Information

Housebrands Toolkit for Non-Profits

Housebrands

<https://www.housebrandstoolkits.online/>

KnowHow - Branding

NCVO

<https://knowhow.ncvo.org.uk/campaigns/brand/branding/branding>



Cefnogi Trydydd
Sector **Cymru**

Third Sector
Support **Wales**

Third Sector Support Wales is a network of support organisations for the whole of the third sector in Wales.

It consists of the 19 local and regional support bodies across Wales, the County Voluntary Councils (CVCs) and the national support body, Wales Council for Voluntary Action (WCVA).

For further information contact
<https://thirdsectorsupport.wales/contact/>

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