



Building Your Brand: A Practical Guide for Nonprofit Organizations

Michele Levy

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Does your brand strategy make sense?

If you ask 10 people in your organization, how many different answers would you get??* Can everyone in your organization explain how all the pieces (programs and services) fit together??* Do you feel like you're the best kept secret in town?

* Have you been debating a name change for years?

* If you put all of your collateral on a table, would it look like it came from the same place? Is it consistent with the look and feel of your web site??* Do you have brand guidelines that are consistently used by everyone creating communications?

If your answers leave you less than confident that your stakeholders completely understand who you are and what you stand for, *Building Your Brand: A Practical Guide for Non-Profit Organizations* can help. This practical, user-friendly guide is specifically designed to help senior leaders and marketing staff build and maintain a strong, accurate brand. . .to have the ""right"" reputation with the people who matter most to your success. Starting at the very beginning (Why does a strong brand matter?), Michele Levy draws on her experience with scores of nonprofit (and for profit) organizations to help nonprofit leaders understand how to sort through all the information at their disposal and arrive at the most powerful expression of their own brand.

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Kirk Banks:

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