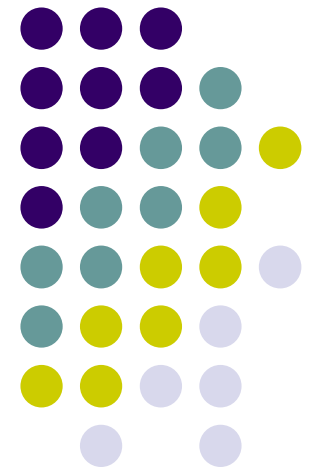


# OUR BRAND *is* OUR *DNA*



*The core idea,  
identity, values and  
spirit that will not  
shift, regardless of  
the work we  
undertake*



**Alex Brown, Kitchener & Waterloo Community Foundation  
Kerry Longpré, The Calgary Foundation**



# Branding & Community Foundations

- Not for Profits are increasingly well placed to become powerful brands!
- Just doing good no longer does it!



## A clear brand allows:

- Everyone in the organization to be clear on who you are and what you do
- Everyone outside the organization to be clear on who you are and what you do

# Do you need to revisit your brand?



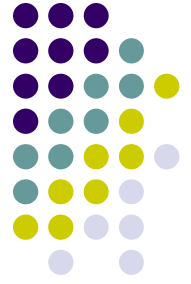
- Different people in your organization are saying different things and using dramatically different language to describe what you do
- You are doing incredible, effective, urgent work, yet external audiences don't have a clear picture of your organization. Or, they attribute your work to better-branded organizations
- You have polled your target audiences and have found there's a gap between who they think you are and who you think you are

# When to consider changing your brand



- Your organization is celebrating a Milestone or Anniversary
- Changing role and priorities of your organization given growing external expectations and internal strategies
- Changing role of Community Foundations

# What to do to brand or rebrand your organization

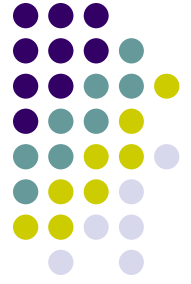


- Research the Landscape
- Create the Brand
- Manage the Brand



# Why We Branded the KWCF

- Passionate staff and volunteers, but inconsistent messages
- Mandate to grow
- Competitive environment



# Getting Started

- Needed consistency, coherence, cohesion in understanding and “feel” of organization
- Focused 1<sup>st</sup> on inside of organization – all speaking the same language
- Provided base to spread our message to targeted audiences in community



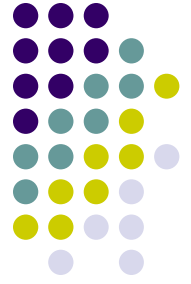
# The 3 C's – Our Brand Touchstones

- Considered
- Confident
- Connected



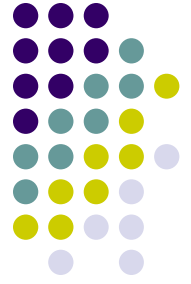
# KWCF Brand Statement

“Helping You Make a Lasting Difference”



# About the Brand Statement

- “Helping You Make a Lasting Difference”
- Each word carefully chosen and powerful in its own right
- Lends itself to 15 second conversation – or 15 minutes – or longer
- Captures essence of KWCF



# Bringing the Brand to Life

## The Power of Stories:

- Create Understanding & Meaning
- Easy to remember
- Start meetings with stories
- Link to brand touchstones



# Sheep Dipping the Family

- Overall goal is to make KWCF “community” live brand
- Explicit conversations with each group
- Work hard to make brand live
- Helping You Make a Lasting Difference

# So What?



- “Helping You Make a Lasting Difference”
- How do know we were successful??
- Bottom line – worthwhile work...lots of payback!



# ReBranding The Calgary Foundation

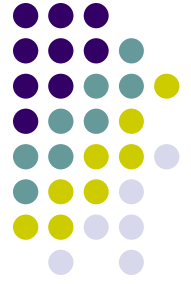




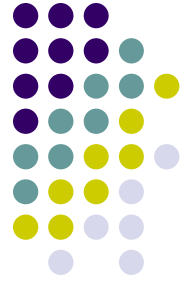
# Researching the Landscape

- Understanding your organization:  
Goals, Strategies, Identity
- Incorporating the existing knowledge: Sector and Demographic Research
- Incorporating the competitive landscape
- Exploring the stakeholder perspectives

# Creating the Brand

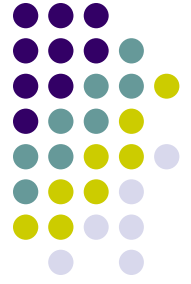


- Examine your priorities
- Refine your key messages and clarify your priorities
- Identify gaps between your perception of your organization and how your audiences see you
- Take this “genetic” information and transform it into a set of working principles and tools
- Finally, the visual!!



# Managing the Brand

- Brand management is less about discipline and more of an organizational framework that systematically manages each external point of contact between you and your audiences
- It is important that everyone in an organization becomes a *de facto* brand steward



## 80/20 Rule

- 20% of work is creating words to describe brand
  - Lots of dialogue to deepen shared meaning and understanding
- 80% of work is to make it live
  - Authenticity and day to day actions
  - Requires ongoing focus and nurturing
- Not just a clever slogan



Branding is....

***Relentlessly being yourself!***