



Dear ,

Thanks for joining our newlist as a new subscriber! If you have any comments or questions about the Non Profit Marketing Minute, contact us by [clicking here](#). If you do not wish to get future issues, please unsubscribe at the bottom of the page. Our firm, LevinsonBlock, helps non-profits grow through effective branding and marketing.

Branding From A to B

The idea of branding floats upon a flood of jargon. In fact, sitting on my bookshelf is the American Institute of Graphic Art's *Dictionary of Brand* -- 116 pages of brand terminology! Despite all the jargon, effective branding can help your organization grow.

Branding often starts with a logo design. But branding is not your logo -- it's the idea behind it. To paraphrase Marty Neumeier, author of the [Brand Gap](#), branding is a person's gut feeling about your organization. For example, the gut feeling for our client ConsultEXP is of a problem-solving technology company that thrives on change. For a look at their branding [visit our website page](#).



Here are some questions to ask when thinking about your brand:

- *Who is your audience?* For a non profit, your primary audience is typically your donors; your customers (the group you serve); and your stakeholders (such as your staff and board).
- *What are you promising your audience?* This is the *brand promise* -- your organization's mission condensed into one or two sentences. For example, the brand promise for the American Institute of Graphic Arts is to advance excellence in graphic design as a discipline, profession, and cultural force.

- *What makes you different?* These differences between you and other similar groups are your *brand attributes*. For example, the brand attributes for LevinsonBlock, my company are: we are non profit specialists; we are easy to work with; and we are the right size for your needs.

Now here's the catch -- branding is building a perception of your organization. Branding is thinking both from the inside-out -- and from the outside-in. So in the branding process, you look for the answers not only from within your organization, but from your audience as well.

FACT OF THE MONTH

In 1841, our nation's ninth president, William Henry Harrison, gave the longest inaugural address in U.S. history -- 8,445 words. He not only lost his audience -- he also lost his life, since many historians believe he died of complications from a cold caught while orating on that rainy day.

Got further questions on branding? Or on websites, annual reports, or event promotion for non profits? Give me a call or email me:

Peter
LevinsonBlock
718 438-2563
peterl@levinsonblock.com

Fact of the Month courtesy Paul Michael Neuman; www.froggypumpkin.com

25 Terrace Place, Brooklyn, New York 11218-1013
t: 718 438-2563
info@levinsonblock.com
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