

## BRANDING YOUR ORGANIZATION: COMMUNITY OUTREACH STRATEGIES

Preferences is a Peterborough-based research and strategic planning company which has researched some tips in regards to branding your organization in order to effectively reach out to your community.

### Tip #1

“Branding is not advertising, marketing, or PR; branding happens before all of those, first you create the brand THEN your raise awareness of it”<sup>1</sup>

### Tip #2

Building a strong brand takes time. Understanding the needs, expectations, and experiences of target audiences is the most important part of this process; this requires researching and getting to know your target audience

### Tip #3

“Branding is an exercise designed to help the sector serve its constituents better by establishing its uniqueness in a very cluttered public and non-profit world”<sup>2</sup>

### Tip #4

It is easier to implement a branding program when your staff is very committed to the goals of your organization. Involve staff and key stakeholders (e.g. NGOs, private sector, individual donors, partners, etc.) early in the branding process

### Tip #5

The Web has to be a key component to the brand and must be consumer-friendly and interactive

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<sup>1</sup> Klein, K.E. (2008, June 9) A Practical guide to Branding. BusinessWeek, Retrieved November 10, 2011, from [http://www.businessweek.com/smallbiz/content/jun2008/sb2008069\\_694225.htm](http://www.businessweek.com/smallbiz/content/jun2008/sb2008069_694225.htm)

<sup>2</sup> Andreasen, A.R., & Kotler, P. (2003). Strategic Marketing for Nonprofit Organizations. 6<sup>th</sup> Ed. Upper Saddle River, New Jersey: Prentice Hall.