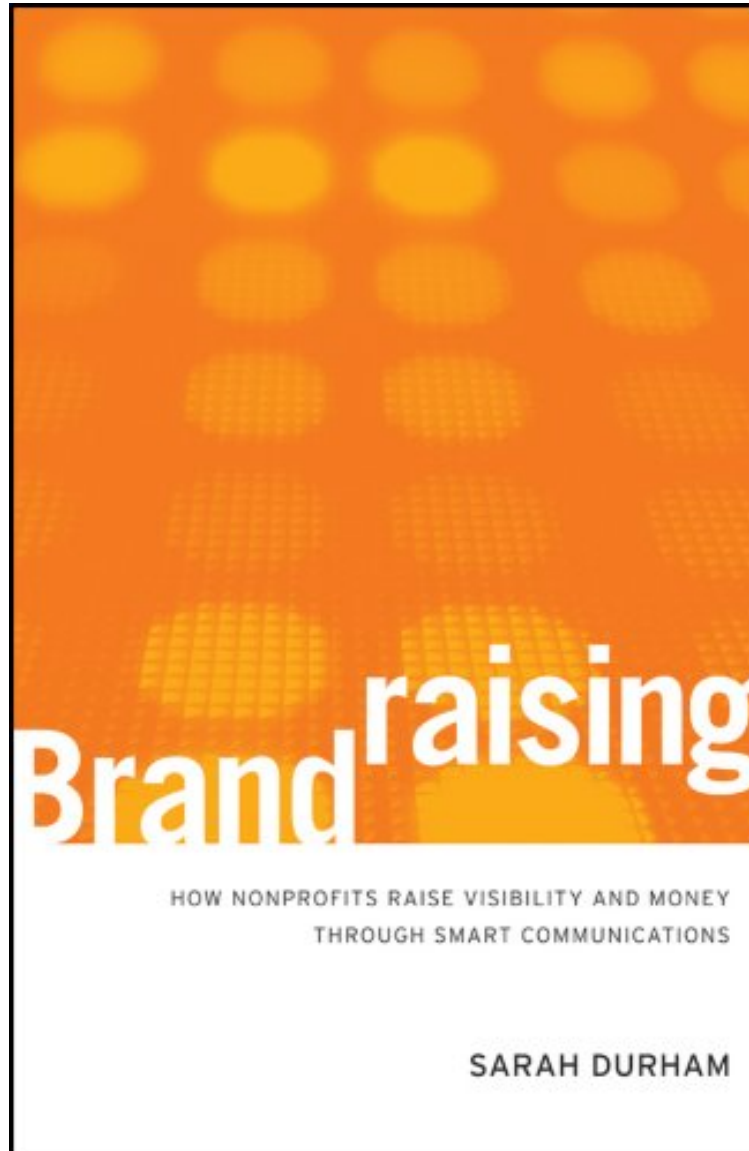


(Free) Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications

Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications

Sarah Durham

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Sarah Durham : Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications before purchasing it in order to gage whether or not it would be worth my time, and all praised Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications:

1 of 1 people found the following review helpful. For Nonprofit Leaders, A Working Guide to Better CommunicatingBy Elizabeth HurwittBranding is often talked about, casually, in language that only branding

professionals seem to understand. In "Brandraising--how nonprofits raise visibility and money through smart communications," Sarah Durham has written a book for the rest of us. Nonprofit leaders, as the title suggests, are already managing their agency's communications, with widely-varying budgets and levels of understanding about how best-practice branding and communications optimally work. We're doing this stuff already, one way or another, if we're still in business. The question is, how well is what we're doing working? And how can we do it better? Learning the answers could determine whether or not we stay in business. Full of basics and process, "Brandraising" is a primer, its form elegantly focused but conceptually comprehensive. The deep experience of its author (who has here distilled years of devoted and successful communications consulting to nonprofits) is palpable and authoritative. This book is a methodical, tactical handbook for engineering power (for good). Understated in tone, it contains diagrams, but for those of us who must influence the world in favor of our causes, it is not one bit dull. "Brandraising" addresses in detail the current array of media weaponry and how to be heard amid the din. But the discussion of media platforms is grounded in more elemental terms that will still be useful when the media (inevitably) change. The metaphors are plain: brand as logo (a cattle brand) yields quickly to the central theme of communications as collective efforts (as with a barn raising, everybody in our world, including board, staff, donors, clients, must contribute to our brand to make sure it fulfills its purpose and holds up); an eight-month hike along the Appalachian Trail (plan ahead to go the distance). Crafting a communications campaign in the middle of a strategic plan is like installing a window before you've built the wall. Where do we stand in relation to peer organizations? How do we measure how effective our communications really are? The overlooked elephant in the nonprofit parlor: what kinds of messages do our agency's audience(s) really respond to? How do we learn to see and hear things through their eyes and ears? Practical ways to take on these issues and many more are offered positively, and priorities suggested, based on the resources we have. The structure of the "Brandraising" is itself well built, its message is clear, respectful, cheering. We pick up, directly and by example, the ways in which good communication is the language of good leadership. 1 of 1 people found the following review helpful. Best Practices for Non-corporate Professionals By Jenna Columbo Finally, an experienced professional with an understanding that branding and marketing practices work for the nonprofit world! Ms. Durham's book is for everyone who needs to make practical sense of how to let their audience know they exist and "why" they exist. The author is able to educate readers on how to transfer the best practices of corporate branding to nonprofit organizations. Ms. Durham's perspective on defining and distinguishing the "personality" of an organization produced several aha moments for me. Then, how to uniquely "position" the organization in the minds of the target audience was another eye-opener. The elements involved to ensure long term success of a brandraising strategy with respect to the culture of the organization are clearly discussed, including important questions to determine the right timing for the brandraising process to begin. I've purchased this book twice, after sharing my first copy with another professional colleague. More than likely, I will be buying more copies to ignite the fire under my fundraising buddies at my current place of employment! 0 of 0 people found the following review helpful. An Excellent Nonprofit Communication Introduction and Guide By Scott W As a graphic designer for an orphanage in Tijuana, Mexico, Sarah's book was (and is) instrumental for how we created and implemented our identity system, marketing materials, and fundraising communications. The beauty of this book is in how Sarah clearly and concisely explains the principles of Brandraising. The knowledge gleaned can be easily applied to any organization mdash; even for those on a shoestring budget. We found Brandraising to be a great tool for explaining nonprofit communication principles to new arrivals. As many of you know, board members, part-timers, and full-timers do not arrive at your door agreeing on what to prioritize. Brandraising provided us with a common page/blueprint mdash; showing us what to focus our communication efforts on rather than wasting time with trial-and-error strategies. We have applied a number of aspects of this book including those related to the Organizational level. If you are an expert nonprofit communicator then consider getting this book for the waves of volunteers that arrive at your door. If you are new to, or considering a job in, the nonprofit communications arena then Brandraising will definitely increase your understanding of this world. Scott Walters Los Angelitos Orphanage

In the current economic climate, nonprofits need to focus on ways to stand out from the crowd, win charitable dollars, and survive the downturn. Effective, mission-focused communications can help organizations build strong identities, heightened reputations, and increased fundraising capability. Brandraising outlines a mission-driven approach to communications and marketing, specifically designed to boost fundraising efforts. This book provides tools and guidance for nonprofits seeking to transform their communications and marketing through smart positioning, branding, campaigns, and materials that leverage solid strategy and great creative, with a unique focus on the intersection of communications and fundraising.

"Sarah Durham, author of 2009's Brandraising, founded communications firm Big Duck in 1994 to help nonprofits raise money, gain visibility, and make effective use of social media. After 16 years, Big Duck continues to assist organizations from the Cancer Research Institute to the Women's Sports Foundation in building strong relationships with key constituents both online and off." (Fast Company, March 23, 2010) From the Inside Flap Brandraising In

today's uncertain marketplace, every nonprofit organization faces the same core challenge: how to demonstrate value and win charitable dollars with limited staff, budget, and communications experience. Brandraising offers nonprofit leaders a proven approach to fundraising that puts the focus on marketing, branding, and communications. In this vital resource, Sarah Durhams;an acclaimed nonprofit communications expert;reveals the importance of an integrated marketing and fundraising plan based on a foundation of clear mission and relevant strategy. She offers detailed, practical guidance for building a recognizable and meaningful brand, and developing a comprehensive, multi-level communications strategy. Brandraising is a holistic approach to communications that involves everyone within the organization;board, staff leadership, volunteers, program staff and in some cases funders and donors. Readers will learn how to coordinate every aspect of their branding and communications efforts, from start to finish. Durham shows how to boost fundraising, programs and advocacy efforts by Articulating an organizational profile: vision, mission, values, objectives, position, personality Developing a solid identity: visual platform, messaging platform Conducting smart outreach: online, print, in person, on air, mobile Moving beyond brandraising: measuring communications impact on programs, fundraising and advocacy, and sustaining successful communications as change occurs The Brandraising method enables nonprofits to raise more money, reach a wider program audience, and maintain closer contact with legislators, the media, and the community. From the Back Cover Praise for Brandraising "Brandraising is a timely, critically important contribution for all nonprofits. With its sage, step-by step guidance, this book should be a dog-eared resource for perceptive chief executives in the sector." ;Mark Lipton, consultant on nonprofit board strategy and professor of management, Milano: The New School for Management and Urban Policy "If you lead a nonprofit organization and you want to be successful, you better read this book;right now!" ;Brian Reich, coauthor, Media Rules: Mastering Today's Technology to Connect with and Keep Your Audience "Brandraising is a must-read for any organization operating in the noisy and crowded nonprofit arena today. Finally, in one volume we can find the structure and the techniques any institution can use to place itself above the din." ;Nancy Schwartz Sternoff, director, Dobkin Family Foundation "Brandraising's hip yet down-to-earth tone is a perfect reflection of Sarah herself, as is its finely balanced respect for traditional strategies with a serious, forward-looking nod to new technologies." ;Margaret Battistelli, editor-in-chief, Fundraising Success "In today's highly competitive nonprofit sector, creating an effective brand is essential. Brandraising tells you how to do it right!" ;Cheryl A. Clarke, consultant and author of Storytelling for Grantseekers and Grant Proposal Makeover