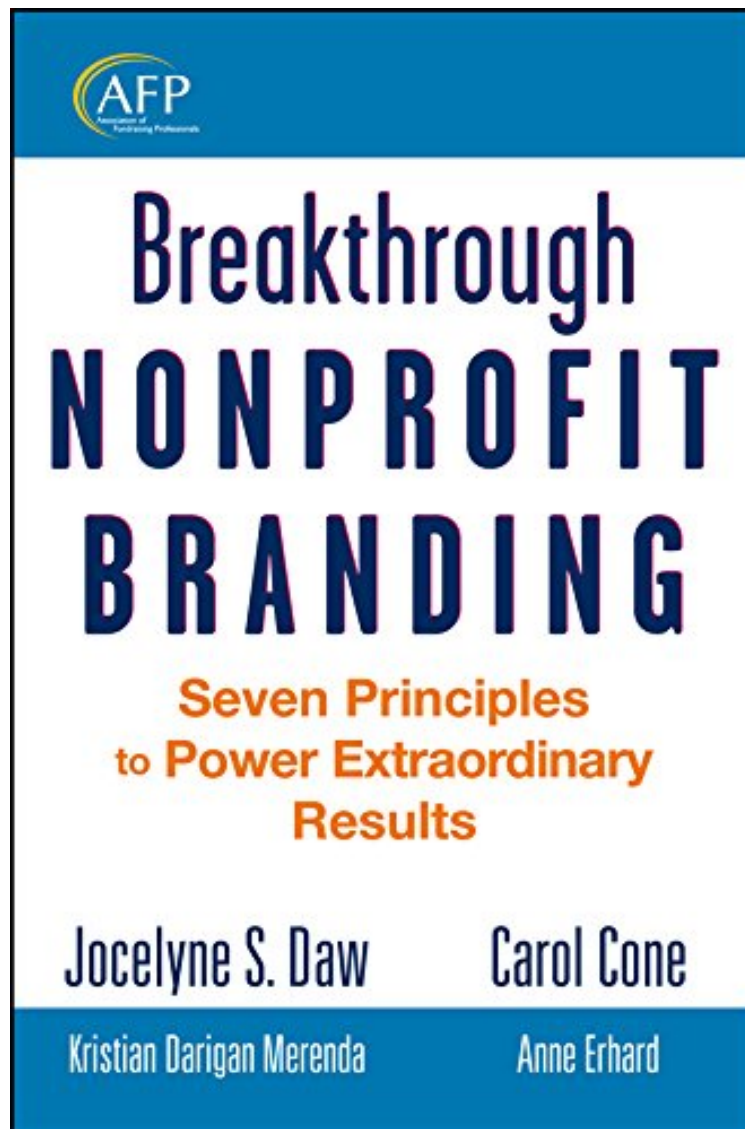


(Download ebook) Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results (The AFP/Wiley Fund Development Series)

## Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results (The AFP/Wiley Fund Development Series)

Jocelyne Daw, Carol Cone

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Jocelyne Daw, Carol Cone : Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results (The AFP/Wiley Fund Development Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results (The AFP/Wiley Fund Development Series):

8 of 8 people found the following review helpful. How Brands and People Can Change the WorldBy BarbKellyCarol

Cone, recognized internationally as the mother of cause marketing, once recounted to an eager group of MBA students how she shared a stage with the Dalai Lama. She described how you could relate shared themes of connectivity, collaboration, and compassion to their very different spheres of work, and how companies and their brands aligned with a core purpose could change the world. Ms. Cone and Jocelyne Daw bring the "brands can change the world" spirit and their collective know-how to *Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results* (The AFP/Wiley Fund Development Series). It is an important book, both instructive and inspirational on many levels. There is a lot to learn about branding, and what that really means, for example, the rational-emotional-engagement dimensions of a brand and how brand meaning serves (or should serve) as an organization's central operating principle. I especially liked the chapter on brand communications and new media tools that socialize brand meaning and tie into business objectives. (Point of disclosure: I work for an Irish internet company, "ammado," whose global engagement and giving technology is designed expressly for this kind of purpose.) The chapter on brand communications/Principle 4 is representative of the many levels on which the book operates, presenting an overview of the principle, specific how-to success factors (detailed in an exhaustive checklist), and real world experiences of selected nonprofits. It is in the case studies of these exemplary nonprofits that the book's inspirational tone shines through: from the story-telling power of one woman's fight in the "Go Red"/American Heart Association campaign, to Komen for the Cure's voice of empowerment for women, to Goodwill's daily contribution to community enterprise and personal development. The cumulative effect is a book that goes to the heart of nonprofit leadership and how nonprofits drive social change, and stands squarely as a valued resource for successful change management in any sector. For all of these reasons, *Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results* (The AFP/Wiley Fund Development Series) has a wide natural audience of readers who, through their work, daily lives, and values are making a positive difference in the world we all share.

2 of 2 people found the following review helpful. Mission Critical for Anyone in Business By MissionDriven Whether or not you are running a non-profit, or work in the private sector- this is a MUST READ. The principles in this book that drive breakthrough brands could serve as a powerful lesson to anyone looking to build a community, engagement, loyalty and trust in the marketplace. Additionally, the power of cause marketing as illustrated by Carol Cone is more compelling than any advertising tactic or publicity stunt. Authenticity in this day and age cannot be bought, it must be earned and these brands have earned their place in the hearts and minds of their customers. The writing is exemplary and it was an enjoyable read. The only thing better would have been a semester of study with the authors. I'm anxiously awaiting the sequel.

0 of 0 people found the following review helpful. Four Stars By Lyn Brown Interesting case studies with some very practical guides included.

A hands-on guide to help your nonprofit build its brand, raise its profile, strengthen impact and develop deeper relationships with donors, volunteers, and other stakeholders. *Breakthrough Nonprofit Branding* is about the power a constituency-focused, compelling brand can have to revolutionize an organization and the way people view and support it. Shows how to optimally define what your organization stands for to differentiate, create value and breakthrough