Nonprofit Brand Review: Prepare Your Organization for 2022
• Why a brand review is important
• How to conduct a brand review
• Putting your brand review to work
• Q&A
• Resources
POLL:
When is the last time your organization had a brand review?
1. Last year
2. 2+ years ago
3. Never
Why a brand review is important
Nonprofit Brand Review: Prepare Your Organization for 2022

WHY A BRAND REVIEW IS IMPORTANT

- How did your brand perform overall?
- How is your audience engaging/connecting with your brand?
- What is working/not working?
- Are there gaps in your branding?
- What improvements can you make?
- Are you meeting your branding goals?
- How can you adjust your goals?
- Create goals and KPIs
How to conduct a brand review
Nonprofit Brand Review: Prepare Your Organization for 2022

HOW TO CONDUCT A BRAND REVIEW

PRINT

ENVIRONMENTAL

DIGITAL

brand

website

marketing

events

social media

work environment

client relations
## HOW TO CONDUCT A BRAND REVIEW

**STEP 1: Gather/review all brand touchpoints:**

<table>
<thead>
<tr>
<th>PRINT</th>
<th>DIGITAL</th>
<th>ENVIRONMENTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business cards and</td>
<td>Website</td>
<td>Elevator pitch</td>
</tr>
<tr>
<td>stationery</td>
<td>Social media profiles</td>
<td>Talking points</td>
</tr>
<tr>
<td>Marketing brochures</td>
<td>Email newsletters</td>
<td>Office environment</td>
</tr>
<tr>
<td>Annual/Impact Reports</td>
<td>Digital ads</td>
<td>Office signage</td>
</tr>
<tr>
<td>Flyers</td>
<td>Donation page</td>
<td>In-person events</td>
</tr>
<tr>
<td>Event invitations</td>
<td>Blog</td>
<td></td>
</tr>
<tr>
<td>Print ads</td>
<td>Other content marketing (case studies, reports)</td>
<td></td>
</tr>
</tbody>
</table>

**TIP:** Print screenshots and spread out samples on table.
STEP 2: Analyze your brand performance

positioning + messaging + visuals

RESOURCE: Nonprofit Branding Checklist
STEP 2: Analyze your brand performance

- Is our mission/vision communicated clearly?
- Are we speaking to our audience?
- Is our point of difference apparent?
STEP 2: Analyze your brand performance

- Are we using our brand voice?
- Are we sharing our unique story?
- Is our “why” expressed in our branding?
- Are there clear calls to action?
- Are we on the channels our audience uses?
STEP 2: Analyze your brand performance

- Is our logo usage consistent?
- Are we using brand colors?
- Are we using brand fonts? (print and digital)
- Does our imagery reflect our brand and mission?
ADVANCED: Review your brand’s digital analytics
- Are we engaging with our audience?
- What type of content resonates most?
- What channels are creating the most engagement?
Putting your brand review to work
PUTTING YOUR BRAND REVIEW TO WORK

branding goals → tracking & measurement → strategy
Develop branding goals
- Rethink current branding goals
- Review current channels as related to goals

Review current methods of tracking/analytics
- Consider apps/technology
- Add capacity to team

Use results to inform your branding and marketing strategy
- Create process/schedule for regular brand reviews
POLL:
Do you measure the effectiveness of your organization’s branding?
1. Yes, regularly
2. Yes, but not regularly
3. Not sure
4. No—but now I will!
Key takeaways
A brand review can help your organization:

- See how your brand is performing
- Make branding improvements
- Create—and meet—branding goals
Marketers who link their metrics to results are 3x more likely to hit revenue goals than those who don’t.

– Forrester, "Discover How Marketing Analytics Increases Business Performance."
Resources

Nonprofit Branding Checklist (PDF)

Upcoming Talks

March 23–25: NTEN NTC22: How to Create a Simple Nonprofit Content Calendar

See past branding talks at LidiaTalks.com

Complimentary 30-minute Brand Chat: calendly.com/lsvdesign