

The Importance of Branding for Nonprofit Organizations



In the age of short-term view, brands are constantly competing to catch their audience’s eyes, which can be difficult while we are also battling the era of the “for you” page. Brands often associate their success and growth with click-throughs, pageviews, comments, likes, etc.

However, it is much more difficult to associate performance with brand-building. We know that it can be good for the long-term, but it is difficult to spot these fast-changing obstacles through social media and websites.

Marketers are usually encouraged to look at the growth of direct traffic, earned media coverage, and social media share, while these metrics may not get marketers very far. A single post to a website can show that more people were visiting that site, but they may not be visiting that site because they are interested in the brand or that they support that brand. This all can result from a Google search and the information or key words that people are looking for just appears to be on

your website. This means that more traffic doesn't necessarily indicate that the brand or trust has grown. The traffic could have nothing to do with your brand and could also mean that people are scrutinizing your media because they don't trust your brand. In short, measuring the trigger to the traffic is hard and complex.

Branding for a non-profit organization can be more difficult than branding for a for-profit company, due to the idea that you want people to know your cause, gain their trust, and ultimately help the organization achieve its mission more efficiently. Although branding for nonprofit organizations can have its obstacles to overcome, branding for nonprofit and for-profit have many similarities associated between each other. Whenever a company or organization is focusing on branding, they always put emphasis on their mission, vision, and values. Brands also include aspects of visual identity, tone of voice, and a message strategy overall.

Visual Identity

For a nonprofit, visual identity can tell a story while also evoking emotions tied to its cause. This can include color schemes, logos, pictures, and other elements that portray the community and purpose. By using photos, nonprofit organizations can tell stories about the problems that nonprofits face, the solutions they provide, or the success stories that inspire further action.

Tone of Voice

Tone of voice is crucial for inspiring action. The primary goal is to gain trust, give a sense of community, and encourage supporters and volunteers to join or continue the mission. Each brand should have a consistent voice throughout.

This can be related to Nike's "Just Do It" campaign, which was so successful that they continued to live through. When people view Nike products or see a Nike commercial, many of them may think, "Just Do It." Nike also uses a tone of voice of empowerment, determination, strength, and inspiration.

When developing a tone of voice, consider how you want your organization to be portrayed. You may want to have an empathetic, caring, and supportive tone depending on what your organization's mission and purpose is.

Trust and Credibility

Trust is the foundation of a nonprofit organization. Trust forms relationships with all involved, including donors, beneficiaries, employees, volunteers, participants, and supporters. Consistency can reassure stakeholders that your organization is dedicated to their mission.

It can be helpful to establish a reliable point of reference for anyone in the organization. By providing a reliable reference point, those involved in the organization can establish better communication, ensuring that your message is available to everyone.

Storytelling

Storytelling is a powerful strategy in a nonprofit's message strategy. Authentic and emotional stories allow for more engagement and support by forming stronger connections with supporters. Storytelling also brings your mission to life and shows the purpose of your organization.

Supporters love to hear stories of individuals that have been positively impacted by a nonprofit organization. By telling stories, you can ensure that your mission, values, and vision are always in focus. Investing time and effort into brand will create long-lasting impressions. By effectively communicating, you build trust, foster deeper connections, and inspire more support for your cause.

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[How to use branding to maximize your nonprofit's impact \(fastcompany.com\)](#)

[Why Brand-Building Matters, Even When You Can't Measure It \(contentmarketinginstitute.com\)](#)