



DEFINING YOUR NONPROFIT STRATEGY FOR AWARENESS & LONG-TERM GROWTH

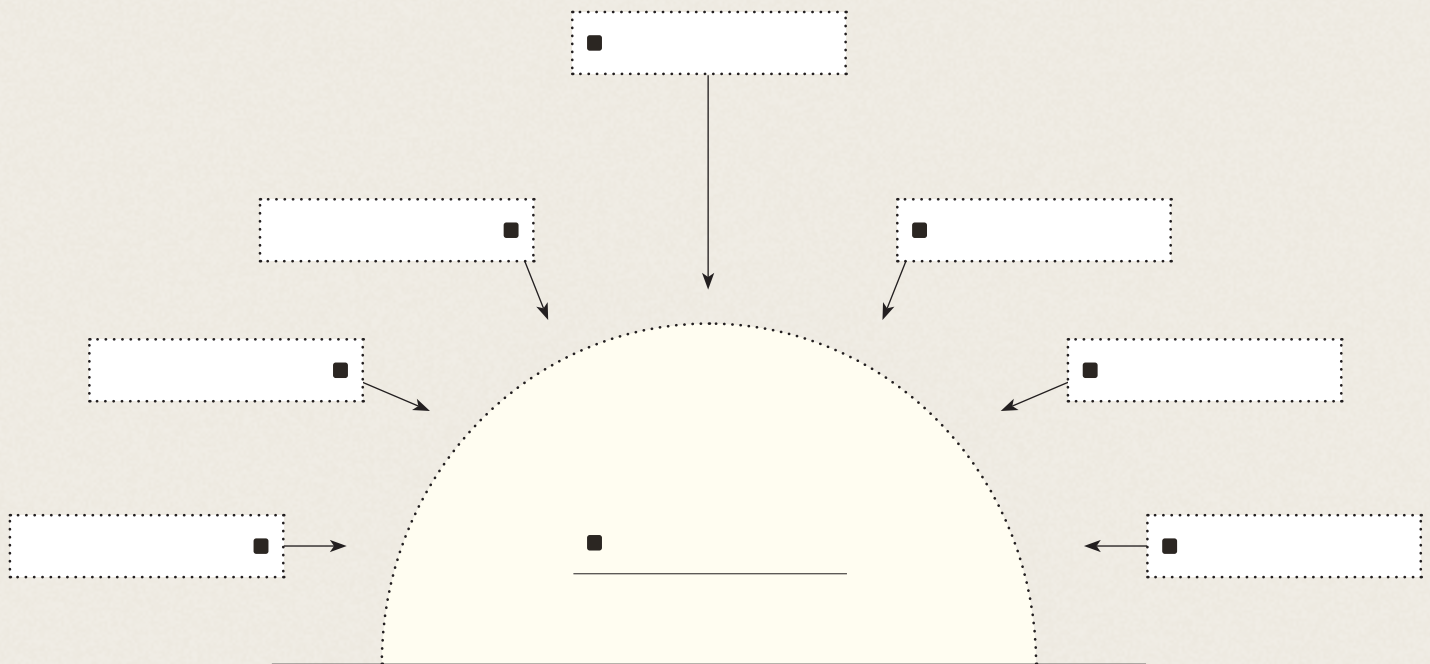
Despite nonprofit industry growth, the total amount of giving and donor support has increased by less than 1% over the last few years. To get your mission moving again, it's critical to solidify your brand in order to defy the unpredictable.



DEFINING YOUR NICHE BRAND

WHY DO I NEED A NICHE APPROACH?

- Being known for something specific is POWERFUL.
- It helps you stand out from what everyone else is doing.
- Perceived as the expert = you can ask for more funding!
- Your marketing strategy becomes super clear.



DISCOVERING YOUR NONPROFIT NICHE

- What do you want your organization to be known for?
- Who do you enjoy serving the most? Why?
- What is keeping you from getting further clarity?
- Are there networks for these groups of advocates?

CORE BRAND VALUES

<input type="checkbox"/> ACCOUNTABILITY	<input type="checkbox"/> COURAGE	<input type="checkbox"/> GRACE	<input type="checkbox"/> LEARNING	<input type="checkbox"/> RISK-TAKING
<input type="checkbox"/> ACHIEVEMENT	<input type="checkbox"/> CREATIVITY	<input type="checkbox"/> GRATITUDE	<input type="checkbox"/> LEGACY	<input type="checkbox"/> SAFETY
<input type="checkbox"/> ADAPTABILITY	<input type="checkbox"/> CURIOSITY	<input type="checkbox"/> GROWTH	<input type="checkbox"/> LEISURE	<input type="checkbox"/> SELF-EXPRESSION
<input type="checkbox"/> ADVENTURE	<input type="checkbox"/> DIGNITY	<input type="checkbox"/> HEALTH	<input type="checkbox"/> LOVE	<input type="checkbox"/> SIMPLICITY
<input type="checkbox"/> AUTHENTICITY	<input type="checkbox"/> DIVERSITY	<input type="checkbox"/> HOME	<input type="checkbox"/> LOYALTY	<input type="checkbox"/> SPIRITUALITY
<input type="checkbox"/> BALANCE	<input type="checkbox"/> ECO-FRIENDLY	<input type="checkbox"/> HONESTY	<input type="checkbox"/> NATURE	<input type="checkbox"/> SUCCESS
<input type="checkbox"/> BEAUTY	<input type="checkbox"/> EFFICIENCY	<input type="checkbox"/> HOPE	<input type="checkbox"/> OPENNNNESS	<input type="checkbox"/> TEAMWORK
<input type="checkbox"/> BEING THE BEST	<input type="checkbox"/> EMPOWERMENT	<input type="checkbox"/> HUMOR	<input type="checkbox"/> OPTIMISM	<input type="checkbox"/> TRADITION
<input type="checkbox"/> BELONGING	<input type="checkbox"/> EQUALITY	<input type="checkbox"/> INDEPENDENCE	<input type="checkbox"/> PARENTING	<input type="checkbox"/> TRANSPARENCY
<input type="checkbox"/> CARING	<input type="checkbox"/> ETHICS	<input type="checkbox"/> INITIATIVE	<input type="checkbox"/> PATIENCE	<input type="checkbox"/> TRUST
<input type="checkbox"/> COLLABORATION	<input type="checkbox"/> FAITH	<input type="checkbox"/> INTUITION	<input type="checkbox"/> PEACE	<input type="checkbox"/> UNIQUENESS
<input type="checkbox"/> COMMITMENT	<input type="checkbox"/> FAMILY	<input type="checkbox"/> JOY	<input type="checkbox"/> PRIDE	<input type="checkbox"/> USEFULNESS
<input type="checkbox"/> COMMUNITY	<input type="checkbox"/> FREEDOM	<input type="checkbox"/> JUSTICE	<input type="checkbox"/> RELIABILITY	<input type="checkbox"/> VULNERABILITY
<input type="checkbox"/> COMPASSION	<input type="checkbox"/> FRIENDSHIP	<input type="checkbox"/> KINDNESS	<input type="checkbox"/> RESOURCEFUL	<input type="checkbox"/> WELL-BEING
<input type="checkbox"/> CONFIDENCE	<input type="checkbox"/> FUN	<input type="checkbox"/> KNOWLEDGE	<input type="checkbox"/> RESPECT	<input type="checkbox"/> WHOLEHEARTED
<input type="checkbox"/> CONNECTION	<input type="checkbox"/> GIVING BACK	<input type="checkbox"/> LEADERSHIP	<input type="checkbox"/> RESPONSIBILITY	<input type="checkbox"/> WISDOM

WE DO NOT NEED MAGIC TO CHANGE THE WORLD, WE CARRY ALL THE POWER WE
NEED INSIDE OURSELVES ALREADY: WE HAVE THE POWER TO IMAGINE BETTER.

- J.K. ROWLING -

ADVOCATE BRAND PERCEPTION

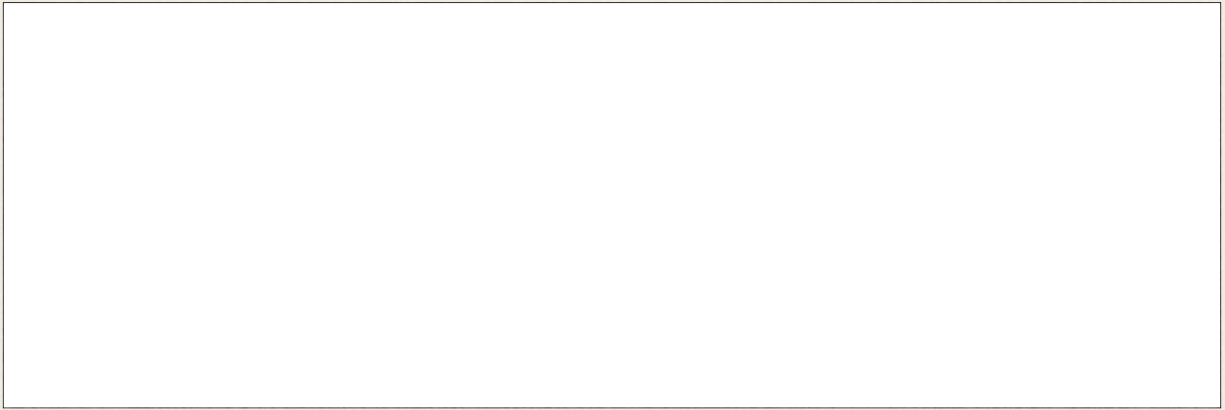
<input type="checkbox"/> ACCOUNTABLE	<input type="checkbox"/> CREATIVE	<input type="checkbox"/> FAITHFUL	<input type="checkbox"/> LIVELY	<input type="checkbox"/> ROMANTIC
<input type="checkbox"/> ADAPTABLE	<input type="checkbox"/> CULTURED	<input type="checkbox"/> FEARLESS	<input type="checkbox"/> LOGICAL	<input type="checkbox"/> SELFLESS
<input type="checkbox"/> ALTRUISTIC	<input type="checkbox"/> DARING	<input type="checkbox"/> FOCUSED	<input type="checkbox"/> LOYAL	<input type="checkbox"/> SERIOUS
<input type="checkbox"/> AMBITIOUS	<input type="checkbox"/> DEDICATED	<input type="checkbox"/> FRIENDLY	<input type="checkbox"/> NURTURING	<input type="checkbox"/> SINCERE
<input type="checkbox"/> BRAVE	<input type="checkbox"/> DETERMINED	<input type="checkbox"/> GENEROUS	<input type="checkbox"/> OPTIMIST	<input type="checkbox"/> STRATEGIC
<input type="checkbox"/> BRIGHT	<input type="checkbox"/> DILIGENT	<input type="checkbox"/> HEALER	<input type="checkbox"/> ORGANIZED	<input type="checkbox"/> STRONG
<input type="checkbox"/> CALCULATED	<input type="checkbox"/> DISCIPLINED	<input type="checkbox"/> HEARTFELT	<input type="checkbox"/> ORIGINAL	<input type="checkbox"/> SUPPORTIVE
<input type="checkbox"/> CAREGIVER	<input type="checkbox"/> DYNAMIC	<input type="checkbox"/> HELPFUL	<input type="checkbox"/> PASSIONATE	<input type="checkbox"/> SYMPATHETIC
<input type="checkbox"/> CHARISMATIC	<input type="checkbox"/> EDGY	<input type="checkbox"/> HONEST	<input type="checkbox"/> PATIENT	<input type="checkbox"/> TENACIOUS
<input type="checkbox"/> CHEERFUL	<input type="checkbox"/> EDUCATED	<input type="checkbox"/> HUMBLE	<input type="checkbox"/> POWERFUL	<input type="checkbox"/> THOUGHTFUL
<input type="checkbox"/> COMMITTED	<input type="checkbox"/> EFFICIENT	<input type="checkbox"/> INFLUENTIAL	<input type="checkbox"/> PRACTICAL	<input type="checkbox"/> TRADITIONAL
<input type="checkbox"/> COMPASSIONATE	<input type="checkbox"/> ELEGANT	<input type="checkbox"/> INNOVATIVE	<input type="checkbox"/> PROFESSIONAL	<input type="checkbox"/> TRANSFORMATIVE
<input type="checkbox"/> CONFIDENT	<input type="checkbox"/> EMPATHETIC	<input type="checkbox"/> INTUITIVE	<input type="checkbox"/> PROGRESSIVE	<input type="checkbox"/> TRUSTWORTHY
<input type="checkbox"/> CONSERVATIVE	<input type="checkbox"/> ENCOURAGING	<input type="checkbox"/> KIND	<input type="checkbox"/> QUIRKY	<input type="checkbox"/> VISIONARY
<input type="checkbox"/> COOPERATIVE	<input type="checkbox"/> ENERGETIC	<input type="checkbox"/> KNOWLEDGABLE	<input type="checkbox"/> REBELLIOUS	<input type="checkbox"/> WISE
<input type="checkbox"/> COURAGEOUS	<input type="checkbox"/> ENTERTAINING	<input type="checkbox"/> LEADER	<input type="checkbox"/> RESPONSIBLE	<input type="checkbox"/> WITTY

I ALONE CANNOT CHANGE THE WORLD, BUT I CAN CAST A
STONE ACROSS THE WATERS TO CREATE MANY RIPPLES.

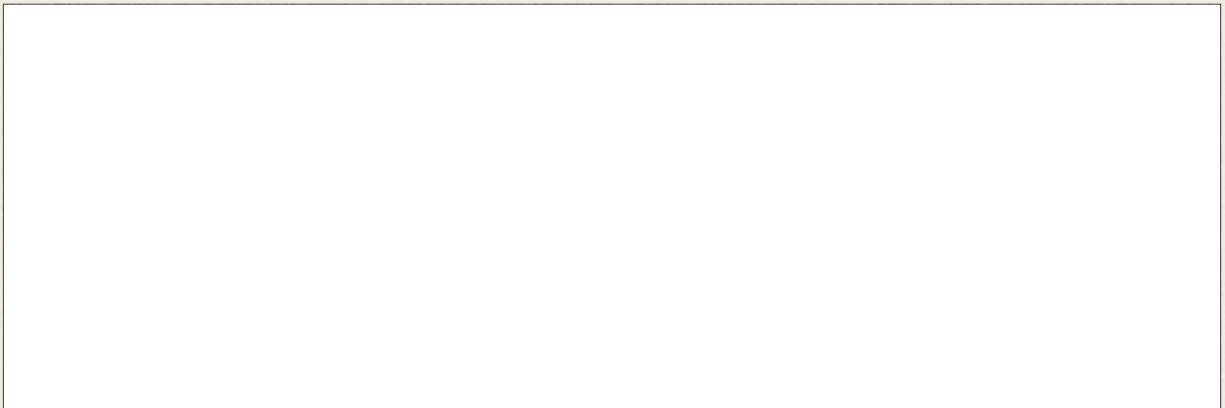
- MOTHER TERESA -

REACHING YOUR SUPPORTERS

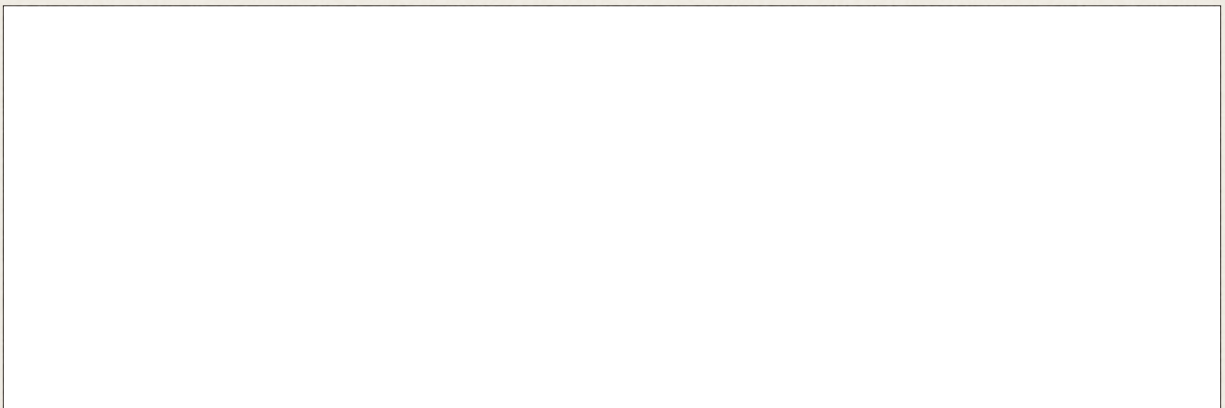
DEFINE YOUR IDEAL DONORS AND ADVOCATES. WHO ARE THEY AND WHAT DO THEY CARE ABOUT?



WHAT ATTRACTS YOUR SUPPORTERS TO YOUR ORGANIZATION?



WHAT RESOURCES HAVE YOU PROVIDED TO YOUR ADVOCATES?



STRATEGIZING YOUR OUTREACH

WHAT ORGANIZATIONS DO YOU LOOK TO FOR INSPIRATION? WHY? HOW ARE THEY SUCCEEDING?

WHAT ARE YOU STRUGGLING WITH MOST IN YOUR CURRENT OUTREACH? WHAT IS MISSING?

WHAT INSIGHTS DO YOUR CURRENT ANALYTICS PROVIDE ABOUT YOUR MARKETING?

OVERVIEW FOR FUNDING PLAN

GENERATE A LIST OF IDEAS FOR FUNDING

PRIORITY

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NOTES

OVERVIEW FOR AWARENESS PLAN

GENERATE A LIST OF IDEAS FOR AWARENESS

PRIORITY

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NOTES

COMMUNICATIONS PLANNING

BRAND STRATEGY & ADVOCATES

WEBSITE STRATEGY & WIREFRAMING

BRAND VOICE & MESSAGING

WEBSITE DESIGN & DEVELOPMENT

CREATIVE DIRECTION

DONATION PLATFORM

BRAND IDENTITY DESIGN

FUNDRAISING PLATFORM

MARKETING COLLATERAL

SEARCH ENGINE OPTIMIZATION

PHOTOGRAPHY

NEWSLETTER MARKETING

VIDEOGRAPHY

SOCIAL CONTENT CALENDAR

COPYWRITING

CAMPAIGN PLANNING

THANK YOU SO MUCH



THANK YOU FOR SPENDING TIME WITH THIS WORKBOOK. WE REALLY HOPE YOU FOUND IT USEFUL & WOULD LOVE TO HELP YOU ACHIEVE YOUR BRANDING GOALS MOVING FORWARD.

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[@STUDIOHUMANKIND](https://www.instagram.com/studiohumankind)

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INTERESTED IN WORKING TOGETHER OR LEARNING MORE ABOUT OUR SERVICES? LET'S GET IN TOUCH SO WE CAN DISCUSS NEXT BEST STEPS FOR YOUR NONPROFIT GROWTH.

[FILL OUT THE CLIENT APPLICATION ON OUR WEBSITE](#)