Branding is Bonding

Rose Foundation for Communities and the Environment
CLP Cohort
November 19, 2014
LIGHTBOX COLLABORATIVE

Holding good ideas up to the light
for the same reason little kids say, “it’s not fair!!”
We live in an age of distraction
We need to break through the clutter
We need to differentiate
We need to be relevant

money worries
ailing parents
relationships
health
travel plans
neighbor issues
work stress
other causes
what’s for dinner?
We need to build loyalty & inspire action
Brand = Reputation + Identity

A brand is a person’s gut reaction about a service, product or organization.

Source: Marty Neumeier, Brand Gap
Your brand is *not*...

- a logo
- a web site
- an ad campaign
Your Brand is the Sum of Everything

**BE**

- soul
- values + vision

**DO**

- behaviors
- programs

**SAY**

- words
- communications
Branding Pop Quiz
Check all that apply:

- Everyone in our organization understands & can explain who we are, what we do and why it matters.
- And we’d all explain it the same way.
- The people who matter to our cause know who we are & what we do.
- We consistently convey our offerings in a way that resonates with our audiences.
- Our messages & branding signals are used consistently across all programs and communications vehicles.
Case Study
BRAND FRAMEWORK: Strategy Tool

PROMISE
What do you deliver?

VALUES
What drives you?

PERSONALITY
How do you behave?

POSITIONING
How are you unique among peers?
Before Brand Clarity....

Mission statement:
Connect transgender people and their families to technically sound and culturally competent legal services, increase acceptance and enforcement of laws and policies that support California's transgender communities, and work to change laws and systems that fail to incorporate the needs and experiences of transgender people.
Transgender Law Center Brand Strategy

**PROMISE**
Changing laws, policies & attitudes, so I can safely be my authentic self

**VALUES**
Authenticity
Equality
Trust

**PERSONALITY**
Tenacious
Connected
Trailblazing

**POSITIONING**
Advocating in courtrooms, boardrooms & legislatures as the legal & policy heart of a grassroots movement for common human dignity.
Mission Statement:
Transgender Law Center works to change law, policy, and attitudes so that all people can live safely, authentically, and free from discrimination regardless of their gender identity or expression.
Brand in Action

• Annual report magazine
Let’s play!
Exercises to unlock identity
BRAND FRAMEWORK: Strategy Tool

PROMISE
What do you deliver?

VALUES
What drives you?

PERSONALITY
How do you behave?

POSITIONING
How are you unique among peers?
Promise = DNA

What 10 words best describe the heart of your organization & its work?
Values = Purposeful Passion

What are you fighting for?

What are you fighting against?

THE GOOD FIGHT
- Imagine that your organization is a person. Describe that person.
- Now write their online dating profile.
Position = Superlatives

What is superlative about your organization?
What are you best at? Unique at?
What kind of special snowflake are you?
BRAND FRAMEWORK: Strategy Tool

PROMISE
What do you deliver?

VALUES
What drives you?

POSITIONING
How are you unique among peers?

PERSONALITY
How do you behave?
Your Mission

Manifesto
Your Mission Manifesto is.....

- **Transformative** – a call to change
- **Declarative, provocative** – take a strong stance
- **Emotive** – taps into something I want deep in my soul
- **Collective** – shared system of beliefs
- **Directive, active** – a call to arms
Our manifesto.

We are for neighbors.
For neighborhood barbecues. For multi-family garage sales. For trick-or-treating.
We’re for slowing down, children at play.
We’re for sharing a common hedge and an awesome babysitter.
We’re for neighborhood watch. Emergency response. And for just keeping an eye out for a lost cat.
We believe waving hello to the new neighbor says, “Welcome” better than any doormat.
We believe technology is a powerful tool for making neighborhoods stronger, safer places to call home.
We’re all about online chats that lead to more clothesline chats.
We believe fences are sometimes necessary, but online privacy is always necessary.
We believe strong neighborhoods not only improve our property value, they improve each one of our lives.
We believe that amazing things can happen by just talking with the people next door.

We are Nextdoor. We are simply you and your neighbors, together.
“Our work, our passion, and our focus derive from a set of philosophies that come down to a single unassailable conviction: technology should be in service to nonprofits and their missions, not the other way around.”
Mission Manifesto
Mission Manifesto

We are _________ and we believe _______________!

Organization                              Big idea/solution

We know this in our bones because___________.

Deeply held value

Every day, we ___________ so that _______________.

Brand promise                              Vision

We’re the ___________ ______ing (for ________ in ________)).

Superlative     Verb       Constituency    Geography

We will never stop ________________, and/but we will always ________________.

Personality-driven behavior                                Personality-driven behavior

And you can, too. It’s as simple as __________________________.

Action to live deeply held value
Your Brand is the Sum of Everything
LIGHTBOX COLLABORATIVE
Holding good ideas up to the light

www.lightboxcollaborative.com
@LBCollab