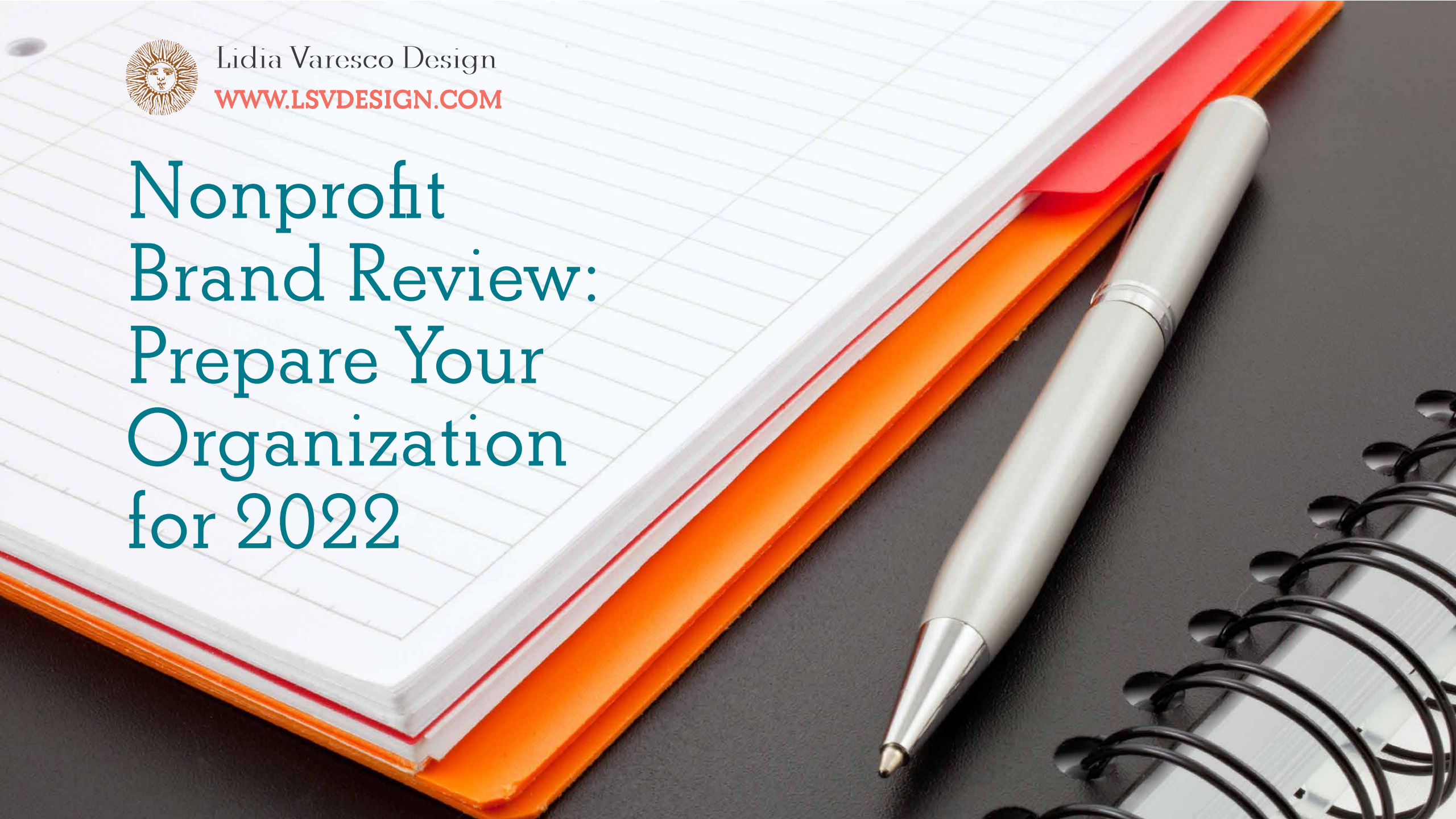




Lidia Varesco Design

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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**

**Nonprofit Brand Review:
Prepare Your
Organization for 2022**

POLL:

**When is the last time your organization
had a brand review?**

1. Last year
2. 2+ years ago
3. Never

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Why a brand review is important

WHY A BRAND REVIEW IS IMPORTANT



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

**Nonprofit Brand Review:
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How to conduct a brand review

HOW TO CONDUCT A BRAND REVIEW



STEP 1: Gather/review all brand touchpoints:

PRINT

- Business cards and stationery
- Marketing brochures
- Annual/Impact Reports
- Flyers
- Event invitations
- Print ads

DIGITAL

- Website
- Social media profiles
- Email newsletters
- Digital ads
- Donation page
- Blog
- Other content marketing (case studies, reports)

ENVIRONMENTAL

- Elevator pitch
- Talking points
- Office environment
- Office signage
- In-person events

TIP: Print screenshots and spread out samples on table

STEP 2: Analyze your brand performance



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



visuals

- 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?

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Putting your brand review to work

PUTTING YOUR BRAND REVIEW TO WORK



PUTTING YOUR BRAND REVIEW TO WORK



- 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

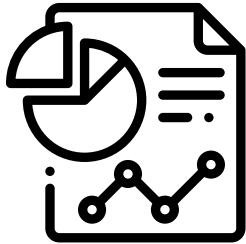
POLL:

**Do you measure the effectiveness of
your organization's branding?**

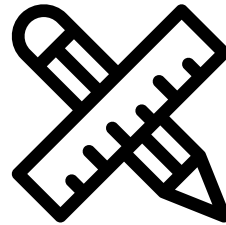
1. Yes, regularly
2. Yes, but not regularly
3. Not sure
4. No—but now I will!

Key takeaways

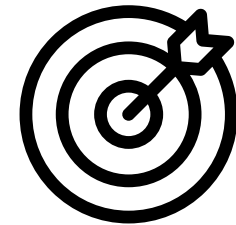
A brand review can help your organization:



**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."

Nonprofit Brand Review: Prepare Your Organization for 2022



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THANK YOU!

Resources

[Nonprofit Branding Checklist \(PDF\)](#)

BRANDING CHECKLIST

STEP 1
Gather (or print) all materials that are related to your brand:

- Business cards and stationery
- Website
- Marketing brochures or flyers
- Elog or other content marketing
- Free advertising
- Online advertising
- Event invitations
- Social media profiles
- Conference materials
- Email newsletters

STEP 2
Review your materials and answer the following questions:

Are you using your logo and brand colors consistently?	YES	NO
Is there a consistent look throughout?	YES	NO
Is your mission and impact communicated clearly?	YES	NO
Are you speaking to your intended audience?	YES	NO
Does your unique value shine through?	YES	NO
Are there clear calls to action?	YES	NO
Are you using print and online channels that your audience uses?	YES	NO
Is your logo and/or content marketing written in your voice?	YES	NO

BONUS
Show your marketing materials to a friend, neighbor or family member and ask them, "What does this organization do?"

REVIEW
More than one "NO"? It's time to redesign your branding so that it accurately expresses your organization and reaches the right people.

NEED HELP?
Schedule a 1-hour branding consultation to review your current branding and discuss areas of improvement.

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Upcoming Talks

March 23–25: NTEN NTC22:

How to Create a Simple Nonprofit Content Calendar

May 17–18: ASAE MM&C Conference:

What's Branding Got to Do With Content? (Hint: A Lot)

See past branding talks at LidiaTalks.com

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