

INSPIRATION P[•]INT

your point of difference

The 5 Must-Haves for a Successful Not-for-Profit Brand

Why brand matters

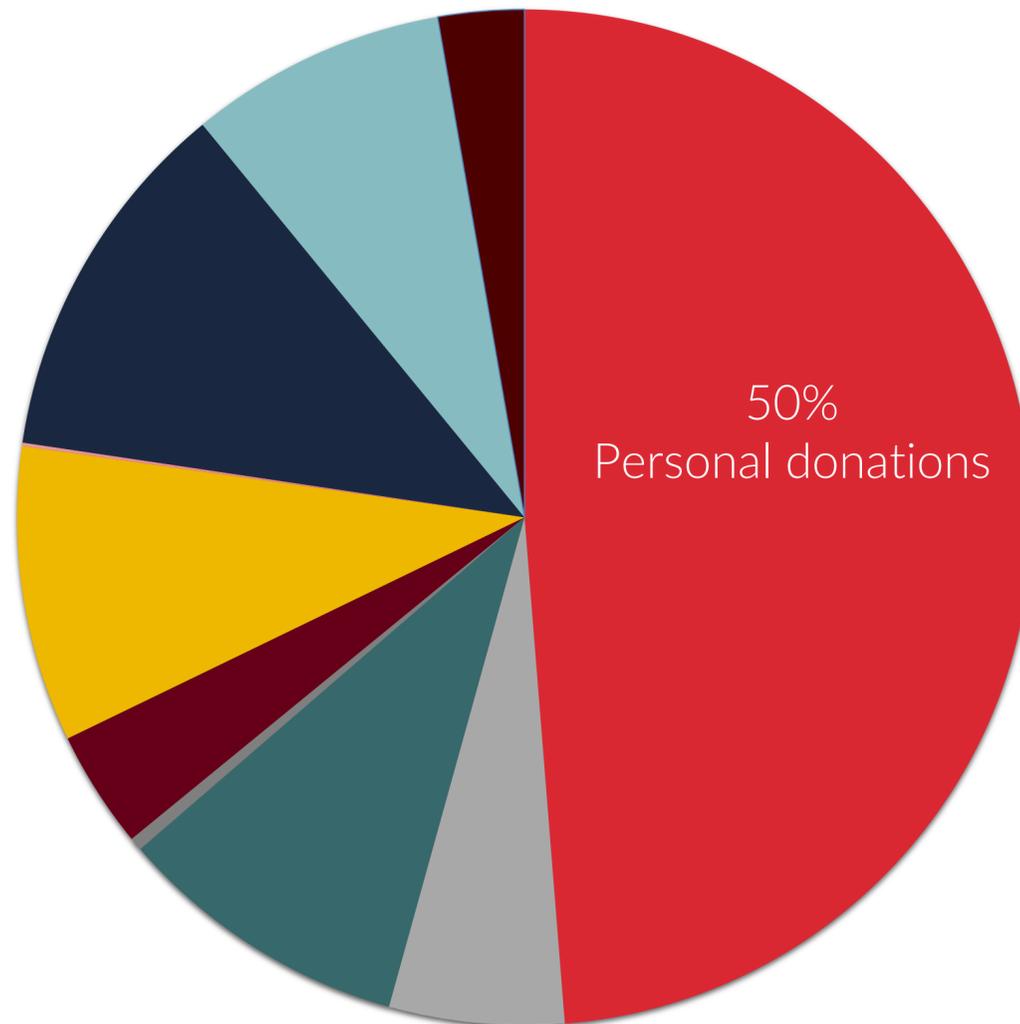
“The reliance on an increasing proportion of funding from Government is hazardousThis means that **self-earned income** needs to be a growing focus for most organisations.”

The New Zealand Cause Report 2017 JB
Were

Why brand matters

Sources of New Zealand Philanthropy

27,380 charities in New Zealand

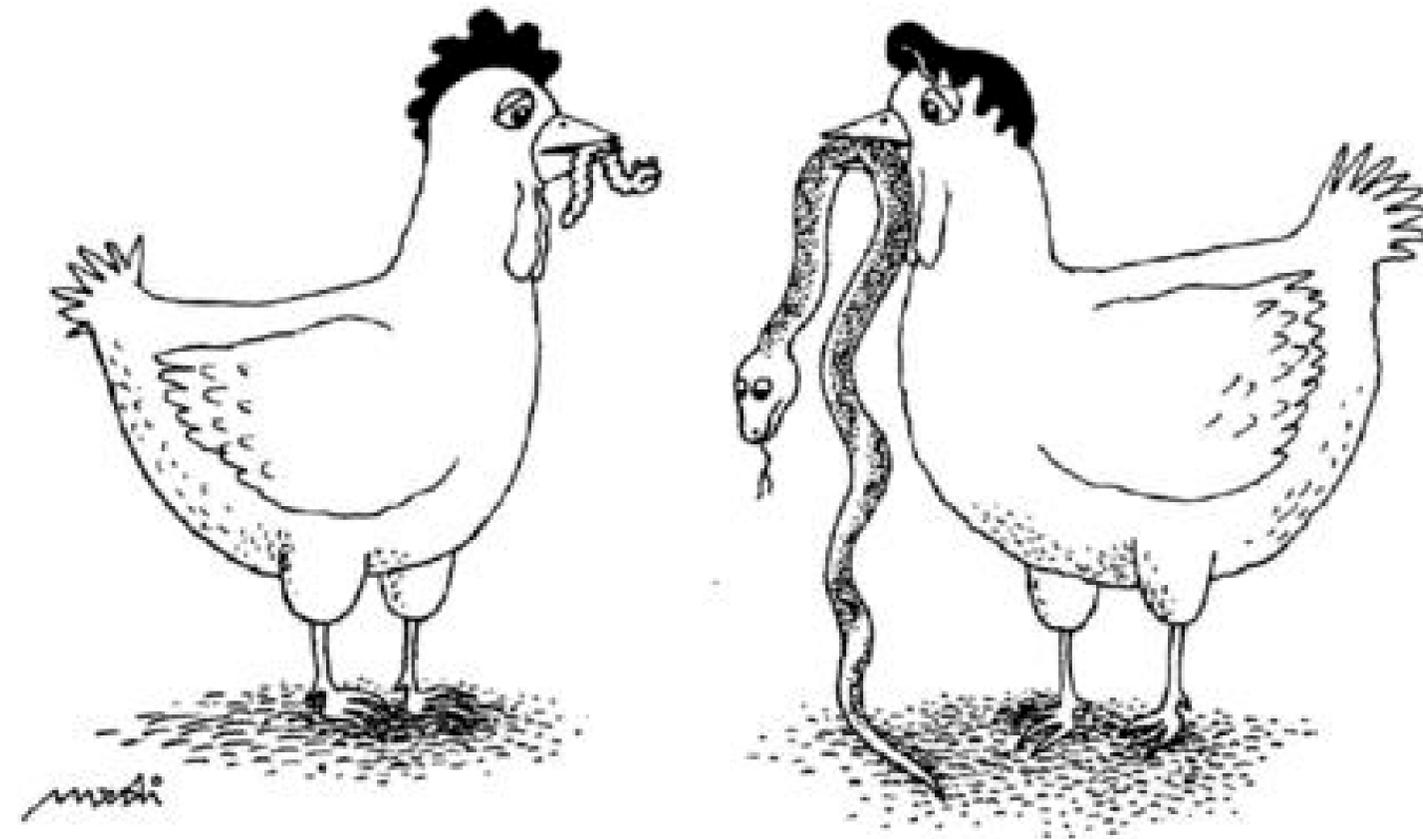


2.5 new charities established each day

- Personal donations
- Bequests
- Family and Individual Trusts
- Universities and other TEIs
- Community trusts
- Energy trusts
- Licensing trusts
- Gaming machine societies
- Lottery grants board
- Business and corporate giving

Source: Giving New Zealand Philanthropic Funding, 2014, Statistics New Zealand.

Why brand matters



The 5 Must-Haves

1. A Meaningful Identity



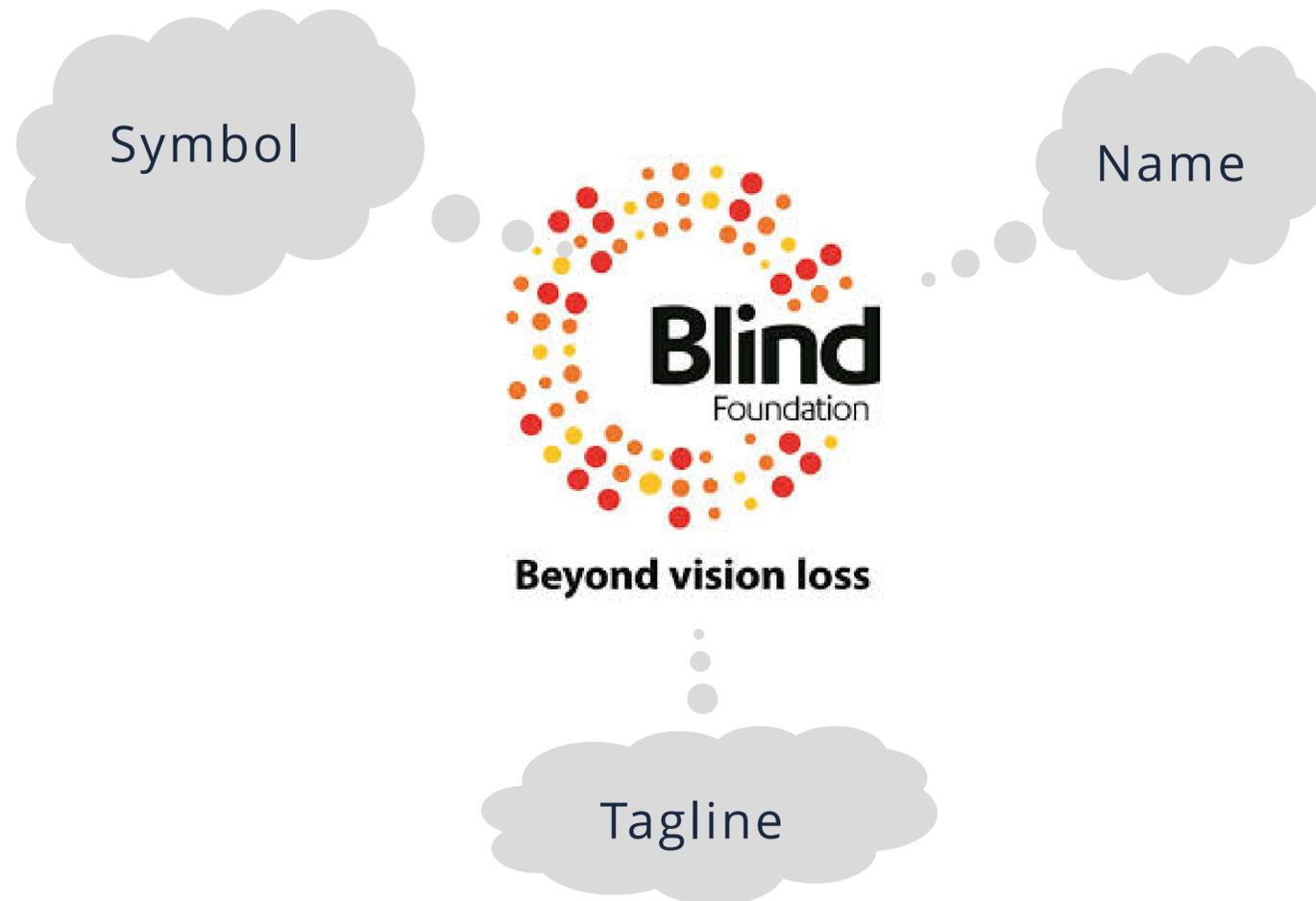
1. A Meaningful Identity



1. Identity



Outcome



To establish -

- Who you are
- What you do
- Who you are for

Before



After



Before



After



turning lives around

Before



After



Take a minute ...

What does your logo communicate about your organisation?

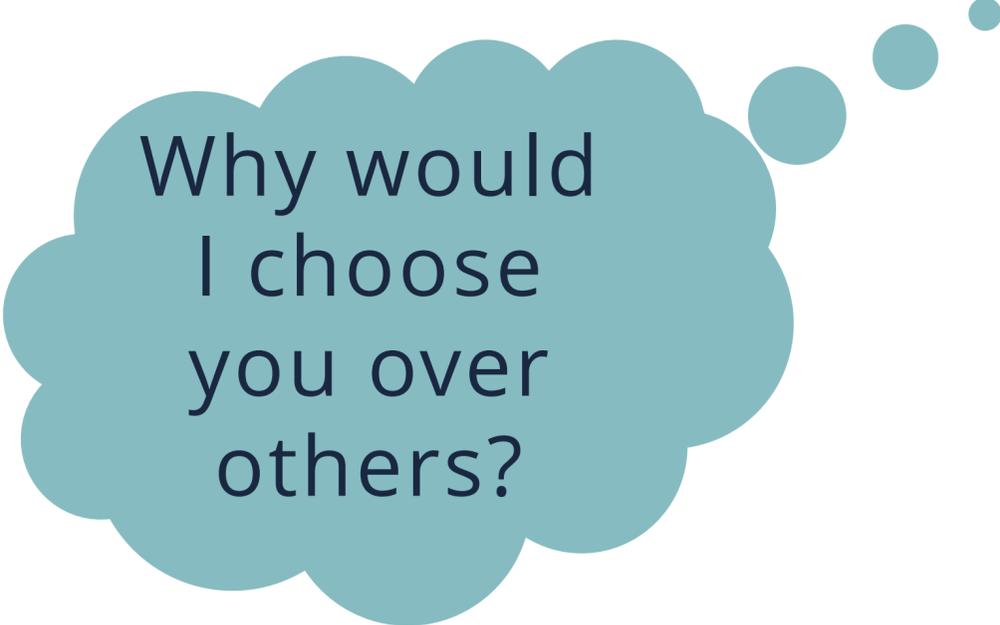
Is it accurately reflecting who you are and what you do? What is the overall impression it gives ?

Fun, leading edge, warm, clinical...

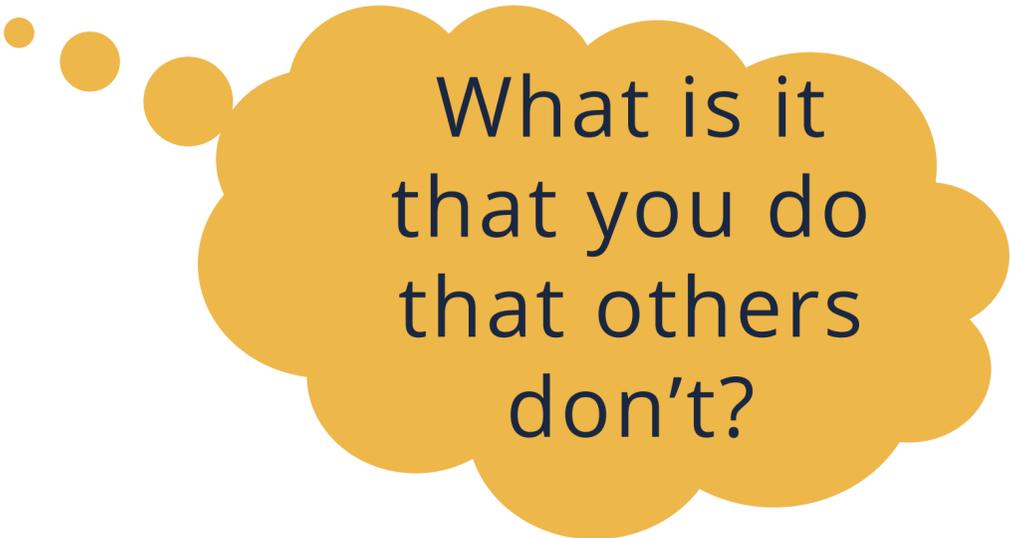
The 5 Must-Haves

2. A Point of Difference

Developing your brand proposition



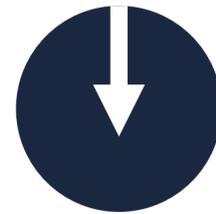
Why would I choose you over others?



What is it that you do that others don't?

2. A Point of Difference

Developing your brand proposition

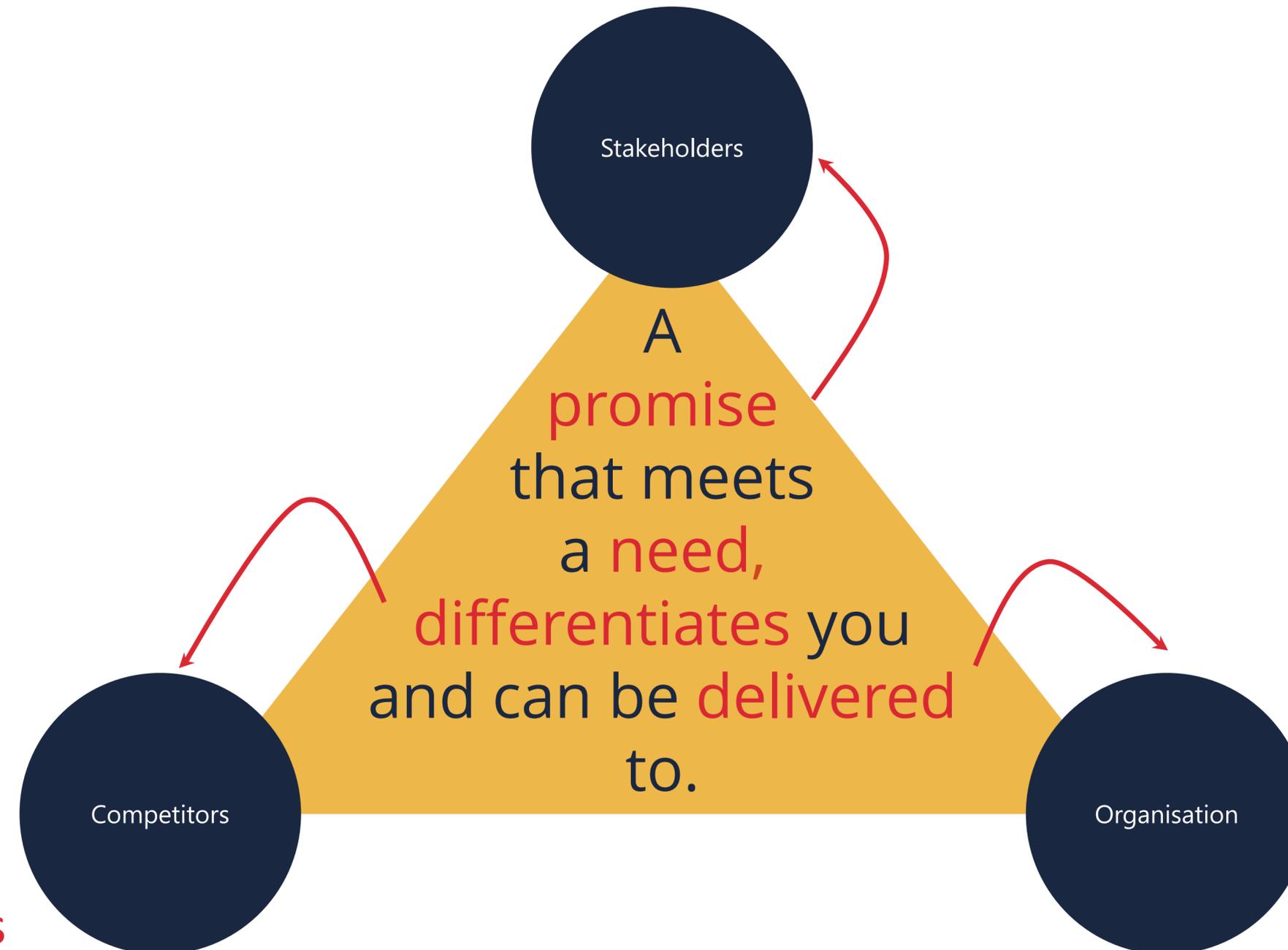


Why would I choose you over others?

A promise that meets a need, differentiates you and can be delivered to.

What is it that you do that others don't?

2. A Point of Difference



For example ...



Funding vital medical research so everyone can live a healthy childhood.

For example ...



Recognised as a model of excellence in senior care and living, every day and in every way. Our comfortable state of the art facilities speak for themselves, it is the quality of care we are most proud of.

For example ...



Change starts here

We truly believe that change is possible. For everyone. That's why we do everything in our power to create a safe, empowering, supportive and caring environment to help our clients change for the better. We do this through our six pillars of change:

Collaboration – By working together, we can create change across a wide range of social issues, from family violence to grief, to depression, to parenting and couples counselling.

Holistic approach – Our integrated approach means we are able to work with all members of the family/whānau, not just individual's by providing a range of programmes and counselling services to meet their needs.

Ability – We don't just talk the talk: we have a highly trained team who are able to support you to make the changes you want in your life.

Non-judgemental – We don't judge, we listen. No matter who our clients are, or what's going on in their life, we're here to help.

Genuine – We work with aroha and compassion while helping others change their lives. We truly care about creating lasting, positive change in our community.

Encouraging – In all things we do, we aim to be encouraging, approachable, positive and to work with honesty and integrity.

For example ...



For children. For good.

Our unique approach to creating change for children, for good.

Children above all

Children are the reason ChildFund exists. We change children's lives by enabling their families and communities to support them into the future.



Deeper, lasting change

ChildFund works in just a few developing countries, providing a deep level of support in the communities that need it most, over several years.



Working hand-in-hand

Our integrated approach to change gives each community we work in the resources, skills, experience and support they need to make positive change.



It takes a team

We work closely with our supporters, local partners, families and the community to create better lives for children.



We work to a plan

We create a well-planned roadmap for change in our dedicated communities, so that everyone knows the plan and helps to make it happen.



Independence is the end goal

We work alongside communities, helping local families to achieve independence. Once they have, we stay in touch if they need help.



Take a minute ...

What is the unique point of
difference for your brand?
How do you convey this?
Who are your key competitors?
**How effective is their brand
differentiation?**

The 5 Must-Haves

3. Consistency



3. Consistency



Brand
appearance

- Use of logo
- Colour palette
- Typeface
- Images

Managed by

- Brand guidelines
- Common understanding
- Processes

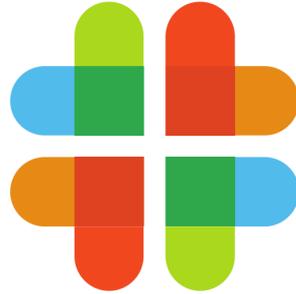
3. Consistency

HBH MINI BRAND GUIDELINES

LOGO FAMILY

HBH HERO logo (full colour)

The hero logo is to be used wherever possible. Other options are available to suit printing requirements. For example the white tonal option is for use on hero photography.



HERO logo (on dark background)



Landscape (full colour)



Black



White



One Colour



3. Consistency



Brand
messaging

- Key messages
- Tone of voice

Managed by

- Key message guidelines
- Common understanding
- Processes

3. Consistency



**Communicating ChildFund
New Zealand's unique
point of difference**

ChildFund | **For children. For good.**
New Zealand

The 5 Must-Haves

**INSPIRATION
POINT**

3. Consistency



Brand
behaviour

- The brand experience

Managed by

- Brand values
- Relationship building strategies and communication plans

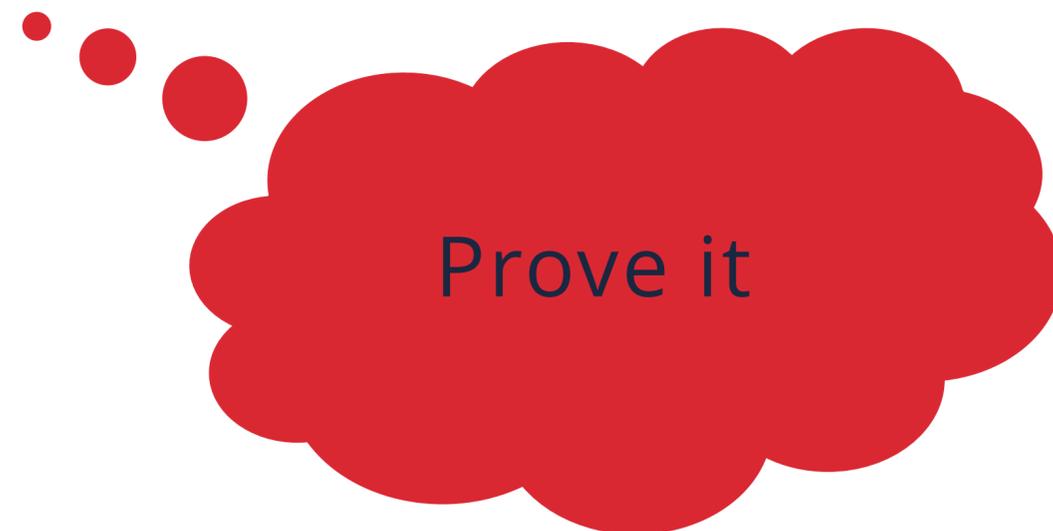
Take a minute ...

How well managed is your brand?
Do all people engaging with the
brand have a consistent experience?
How could be done better?

The 5 Must-Haves

4. Authenticity

Delivering on the brand promise.



4. Authenticity



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4. Authenticity

Making
the
promise

Your brand proposition

Fulfilling
the
promise

Your key activities

Proving
it

The 3 P's

1. Progress
2. Personal stories
3. Proof of impact

4. Authenticity



Elder care and living options

The Eden Alternative

Social housing

Faith-based



- Transparency and accountability
- Regular communication to residents and relatives on progress
- Proof validated by independent research and auditing
- Podcasts, blogs, advertorials, editorials providing value-add content



90% Residents
90% Relatives
Consider that they maintain a healthy level of community contact.



88% Residents
84% Relatives
Consider the level of personal care to be of a high standard.

The 5 Must-Haves



Take a minute ...

How are you fulfilling your brand promise?

Are you regularly proving that your brand is authentic?

What could be done better?

The 5 Must-Haves

5. Engagement

Connecting with your stakeholders.



5. Engagement



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Take a minute ...

How are you building engagement with the brand?

How effectively are you connecting with your key stakeholders?

Are your communication channels current and relevant?

Thank you!

Jocelyn Bray

inspirationpoint.co.nz

021 42 69 48

jocelyn@inspirationpoint.co.nz

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