**What is “Brand”?**

“A brand is a collection of perceptions about an organization, formed by its every communication, action, and interaction. It is what people collectively say feel, and think about your organization. In short, it’s your reputation, identity, and good will with stakeholders and in the community.”

*- Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results  
by Jocelyne Daw and Cone Carol*

**Why do you exist?**

Brand is how you communicate what you are, what you do, and who you serve to your audience. Your audience is primarily your donors and the population you serve. However, your audience also includes the general public and policy-makers. Your audience must know what your organization does and why it is special. Your audience might spend mere seconds glancing at your website’s homepage or one of your flyers. They might hear you make a thirty-second appeal for donations on the radio or at a special event. Consistent, clear and simple branding tools (logos, slogans and taglines) help your audience grasp the purpose of your organization without needing to re-read or think twice.

**What makes you special?**

Once your audience knows why you exist, you need to explain why you, out of all nonprofits, deserve their donation. You do this by explaining how your nonprofit fills a niche or provides a service that is in short supply. Your nonprofit might be one of many homeless shelters, international relief programs or education advocacy nonprofits. However, your audience should be able easily see how your organization’s mission is unique to the other organizations out there.