

Five Questions You Might Ask About Branding

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1. What is a Brand?

Whether or not you know it, you already have a brand. Your organization’s brand is its reputation, its image, the feeling or idea that hearing or seeing your organization’s name evokes in the minds and hearts of your target audiences (also called stakeholders). It’s what people expect from you and look to you for.

2. A “Brand” is a noun. Are you telling us that it’s also a verb?

Branding is a conscious activity. Branding gives you more control over how your organization is perceived by key audiences. A strong well-crafted brand can improve fundraising success, increase media coverage, strengthen the perception of your organization as a source of quality service, attract valuable partnerships, and more. Branding is accomplished by strategic, consistent repetition of carefully planned messages so that each new positive exposure to your brand reinforces the previous ones. Plus, branding provides a focus for and guides your communications efforts.

3. What are the advantages that a strong brand can help you achieve?

- Increased visibility with key audiences
- Improved fundraising
- Increased support from key members of the community
- Improved client intake processes
- Increased media coverage
- Increased employee satisfaction
- & More

4. Why isn’t it good enough just to have a good logo and tag line and use them a lot?

Your brand is something you consciously build over time. It’s about consistently stating who you are, what makes you special, and then living up to that claim – i.e. walking the walk. Every interaction a stakeholder has with your organization affects your brand. Professional looking materials are important. A good Web site is important. But so is the treatment a client, donor or pro bono volunteer receives when calling your office. Establishing your organization as a reliable source of information for reporters contributes to your brand, as does sending consistent messages through public appearances, and every other interaction you have.

5. This sounds like a lot of extra work. Why would I bother?

Honestly, it's not about more work! It's about being smart and strategic about the work you are already doing, clarifying your sense of purpose, and getting more bang for your buck.