

Organizational Brand Review



What is a Brand Review?

A Brand Review is a comprehensive assessment of how well your organization is communicating. The Review examines your agency's brand and all of its marketing materials to determine how professional, consistent, and accurate your marketing is. The Review will uncover the strengths and weaknesses of your marketing so that you know what to focus on to improve your marketing and fundraising results.

There are several different parts to a Brand Review, and depending upon your organization, you may need one or all of these:

- Brand Review
- Production Review
- Website Review
- Fundraising Review

What does it cover?

Depending upon the size and nature of your organization, and what you are looking for, these reviews can assess your:

- Marketing Goals
- Appropriateness of Positioning & Messaging
- Editorial Consistency
- Visual Continuity of Brand
- Production Processes (people, processes and technology)
- Production Quality (paper stock, printing, etc.)
- Fundraising Appeal

Why do you need one?

Nonprofit organizations reach donors and other constituents in many ways, from their website, to email, as well as print communications. To credibility, and inspire confidence, it is critical that these materials create a positive, professional impression and tell your organization's story in a compelling way. However, organizations often waste these important opportunities to forge connections with their audience.

A Brand Review can uncover:

- How to communicate your brand consistently.
- What messages are working.
- How to streamline your production process to save staff time.
- How to save money on production of marketing items.
- Where to invest your marketing budget.

How is it conducted?

Depending upon the size of your organization, the review can take several forms including interviews with key staff as well as a review of your marketing materials.

For large organizations, we conduct interviews with key leaders to understand the vision of the organization. We are then able to assess whether the brand and marketing materials reflect this vision.

We also review all materials for the level of design professionalism, consistency to your brand visual identity, and the relevance and persuasiveness of the message.

If you are looking to improve the process by which your materials are produced, we may also speak with personnel responsible for writing, designing or producing your marketing materials.

Brand Review

The Brand Review covers the full scope of your marketing and communications, including the following elements.

STRATEGIC DOCUMENTS

- A Strategic Plan
- A Marketing Plan
- A Brand Manual
- Digital Asset Archive (where your key brand elements are stored, including your logos, brand manual, photos, etc.)

WRITTEN CONTENT

- Mission Statement
- Vision Statement
- Brand Attributes, Personality & Values
- Boilerplate Language for the organization
- Grant Applications
- Directory Listings
- Language for Online Listings

LOGOS

- Organizational Logo
- Division Logos
- Program Logos
- Sponsor Logos
- Other Logos

TYPOGRAPHY

- Typefaces
- Typeface Usage

COLORS

- Colors
- Departmental Branding

STATIONERY ITEMS

- Email Signature
- Business Cards
- Letterhead
- Second Sheet
- Envelopes (various sizes)
- Memo Sheets
- Note Cards
- Mailing Labels
- #10 Envelope

- 9x12 Envelope
- Other Stationery Items

BUSINESS FORMS

- Registration Forms
- Invoices, Statements, etc.

ORGANIZATIONAL COLLATERAL

- Organizational Folder
- Organizational Brochures
- Program Brochures
- Flyers
- Posters

PROGRAM COLLATERAL

- Program Brochures
- Flyers
- Mailers
- Posters

MEMBER MATERIALS

- Membership Brochure & Card
- Renewal Forms & Invoices

FUNDRAISING MATERIALS

- Fundraising Brochures
- Solicitation Letters
- Development Package
- Event Marketing
- Planned Giving Materials
- Sponsorship Information
- Fundraising Advertising
- Email Marketing

PUBLICATIONS

- Annual Reports
- Magazines, Journals
- Newsletters
- Other Publications

PRESENTATIONS

- Organizational Presentations

EMAIL

- Email Newsletters & Blasts

EVENT PROMOTION

- Invitations
- Flyers
- Email
- Online Registration

SIGNAGE

- Exterior
- Interior & Bulletin Boards
- Sponsor Recognition

UNIFORMS

- Shirts
- Jackets
- Hats
- Name Tags
- Other

VEHICLES

- Delivery Vehicles
- Vans & Trucks

PROMOTION

- Direct Mail
- Posters
- Online Marketing
- Premiums

ADVERTISING

- Print Advertising
- Online Advertising
- Broadcast Advertising
- Outdoor Advertising
- Other Advertising

SOCIAL MEDIA

- Facebook
- LinkedIn
- Other Social Media

PRODUCTION REQUEST

- Materials Request Form
- Print Quote Request Form
- Production Checklist

Production Review

The Brand Review examines your process for how marketing and fundraising materials are created. This can cover:

- Procedures for generating and fulfilling requests for materials
- People and their roles in developing materials
- Technology used in this process
- Printing and online production procedures, software and vendors

This assessment can help determine how much staff time is used for creating materials, the skill level of people creating them, and the number of people required for developing, reviewing and approving materials, as well the efficiency of how materials are ultimately printed or disseminated online..

Website Review

The website review takes into account the many factors that make your website successful, including:

- How well the site meets your goals
- Overall level of professionalism
- Reflection of your brand
- How subbrands and affiliates are handled
- Site structure and organization
- Ease of navigation and searchability
- Content
 - Type of content
 - Relevance
 - Length
 - Tone
- Design and layout
- How color is used
- How images are used
- How type is used
- Users' Experience
 - Points of Engagement
 - How well the interactive features work
 - Transactions including online donations and e-commerce
- Search Engine Optimization

Fundraising Review

There are many aspects to your fundraising and it's important that they are all in harmony. Our fundraising review checks for how well you are doing in all areas.

- Board Review
- Staff Leadership Review
- Fundraising Communications (printed and online)
- Technology (CRM / Donor Database)
- Donor List Analysis
- Member List Analysis
- Giving Levels
- Donor Opportunities
- Sponsorship Opportunities
- Planned Giving
- Fundraising Events
 - Giving Levels
 - Sponsorship Opportunities
 - Promotional Materials
- Feasibility Study for Capital Campaigns
- Corporate Sponsorship Valuation / Potential