

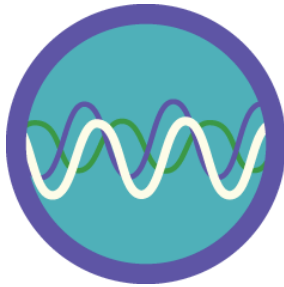
Branding through messaging package

For nonprofit organizations



Get your message right

Many nonprofit organizations are great at what they do, but complicated messaging makes it hard to communicate the value they offer. A lack of clarity makes their communications planning and their content confusing or scattered.



Are you struggling with a lack of brand recognition?

For many organizations, the solution starts with messaging. By developing your brand messaging platform, you'll have a starting point, roadmap and content for your communications plans. This is branding through messaging.

The package process and elements

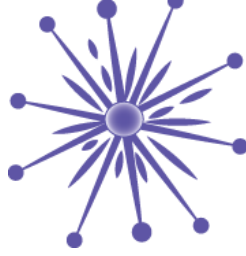
I can work with you to develop your brand messaging platform by reviewing the research and background you already have in place, exploring your key audiences and tapping into the insights of internal stakeholders. From there, I'll craft your new brand messaging platform, which will include your:

- Core idea/positioning statement - sometimes known as your value proposition
- Brand personality - to guide the voice, tone and design of future communications
- Key messages and other messaging platform elements - providing the language and framework for clear, consistent and effective communications



"The process of working with Marlene and the deliverables have been very good - thorough, lots of check-ins to ensure we're on the right track, very respectful, collaborative, engaging, and a genuine and deliberate approach and desire to ensure our needs and outcomes are met."

~Cathy Winter, branding client
Program Manager, onBoard Canada



Your results

Once you have your messaging platform in place, you will:

- Be able to clearly describe your brand or sub-brand and have the right language to consistently position it in your communications.
- Shift away from your internal focus and use of jargon. Instead, your communications will capture the interest of your audiences, based on what they want and need to know.
- Have a toolkit to support team members who communicate about your brand or sub-brand and a framework for planning communications tactics - and keeping those tactics on track.



This package is a perfect fit if you have recently completed the strategic planning process and need to support and deliver on your new direction through your communications. It's also for you if your organization has an important sub-brand that you need to launch, re-launch or promote more effectively.

Why work with me

I've been helping nonprofit organizations to clarify their brand messaging and content needs since 2001. I've paid attention to what really moves nonprofits over the messaging hurdle and used what I've learned to create the process and deliverables in this package.

I also understand that you might not want or need to invest in logos or a new visual identity right now, but that you recognize the potential impact of stronger messaging.



Package cost: \$7,000-\$10,000

*Determined by the elements included and internal consultation required

Core package elements

- Audience persona development
- Brand essence: positioning statement + brand personality
- Key messages
- Boilerplate copy

Additional optional elements

- Tagline
- Messaging style guide
- Brand launch kit: media kit, website content or copy for collateral materials

Would you like my help with getting your brand messaging platform?
Email me, Marlene Oliveira, at marlene@moflow.ca