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Nota di contenuto	The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving; Contents; Acknowledgments; About the Author; Introduction: How This Book Can Transform Your Fundraising; Part One: The Money-Losing Nonprofit Brand: How Branding Often Goes Wrong for Nonprofit Organizations; Chapter 1: How and Why Commercial-Style Branding Can Torpedo Your Organization; Why the New Brand Didn't Work; How Commercial Branding Works; Summary; Chapter 2: Branding in the Real World; There Is a Better Way to Brand; Chapter 3: What Branding Work Can Do to Fundraising Revenue If You Change Your Logof You Change Your Graphic Standards; If You Change Your Copy Standards; If You Change Your Organization's Name;

If You Change Your Cause Identification; Chapter 4: We're Being Brandjacked: A Guide to Survival; Brandjacking Warning Sign 1: The New Brand Is Not Aimed at Your Donors; Brandjacking Warning Sign 2: The New Brand Requires You to Abandon Your Donors; Brandjacking Warning Sign 3: The Work Is Not Grounded in Donor Behavior; Brandjacking Warning Sign 4: The New Brand Describes Your Cause in a Symbolic Way
Brandjacking Warning Sign 5: The New Brand Requires Absolute Consistency
Brandjacking Warning Sign 6: The New Brand Is Design-And Little Else; Chapter 5: Why Branding Matters, and Why It Makes No Difference; Aunt Edna; Part Two: Your Call to Action: How Your Cause Connects with Donors and Brings Your Brand into Their Lives; Chapter 6: The Seven Elements of a Fundraising Offer; Element 1: A Problem; Element 2: A Solution; Element 3: Cost; Element 4: Urgency; Element 5: Donor Context; Element 6: Donor Benefits; Element 7: Emotion; Chapter 7: Your Fundraising Offer from the Inside Out
A Fundraising Offer Is Specific
A Fundraising Offer Is Believable; A Fundraising Offer Is Bite-Sized for Donors and Flexible; A Fundraising Offer Has a Sense of Leverage; A Fundraising Offer Is Defensible; Chapter 8: Great Fundraising Offers in the Real World; Child Sponsorship; Sponsorship Lite; Food Bank Leverage Offer; Shipping; Matching Funds; Catalog; Part Three: Your Fundraising Icon: The Image that Reminds Donors Why They Give to You; Chapter 9: The Visual Foundation of Your Brand; Your Icon Has a Clear Focal Point; Your Icon Is a Person; Your Icon Is Focused on the Face
Your Icon Is One Person, Not a Group
Your Icon Is a Picture of Unmet Need; Your Icon Is a Photo, Not an Illustration; How I Lost My Perspective and Got It Back Again; Chapter 10: How to Find and Refine Your Fundraising Icon; Step 1: Find a Hypothesis; Step 2: Put Aside Your Preferences and Winnow; Step 3: Use Direct-Response Testing; Part Four: The Donor-Focused Nonprofit: How to Become Your Donors' Favorite Cause; Chapter 11: Leprosy or Hansen's Disease? What Donors Need to Know; Five Ways Nonprofits Drive Away Their Donors; Chapter 12: Communicating as if Donors Mattered
Donor-Focused Stories

Sommario/riassunto

Why commercial-style branding doesn't work for nonprofits-and what does Taking its cue from for-profit corporations, the nonprofit world has increasingly turned to commercial-style branding to raise profiles and encourage giving. But it hasn't worked. Written by a longtime industry insider, this book argues that branding strategies borrowed from for-profit companies hasn't just failed, but has actually discouraged giving. But why does branding-a well-developed discipline with a history of commercial success-fail when applied to nonprofits?
The Money-Raising Nonprofit Brand + Websit
