

1. Record Nr.	UNINA9910459309303321
Titolo	Breakthrough nonprofit branding [[electronic resource]] : seven principles for powering extraordinary results / / Jocelyne Daw ... [et al.]
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2011
ISBN	0-470-91868-3 1-282-84916-6 9786612849169 0-470-91866-7
Descrizione fisica	1 online resource (339 p.)
Collana	AFP/Wiley fund development series ; ; 188
Altri autori (Persone)	DawJocelyne
Disciplina	658.8/27
Soggetti	Nonprofit organizations Branding (Marketing) Advertising Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 303-306) and index.
Nota di contenuto	Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results; The AFP Fund Development Series; Contents; Acknowledgments; Introduction: The New Nonprofit Imperative; Chapter 1: From Traditional to Breakthrough Nonprofit Branding; Chapter 2: Principle One: Discover the Authentic Meaning of Your Brand; Chapter 3: Principle Two: Embed Brand Meaning across the Organization; Chapter 4: Principle Three: Rally Internal Brand Ambassadors; Chapter 5: Principle Four: Develop 360(degree) Brand Communications Chapter 6: Principle Five: Expand Your Brand by Mobilizing an External CommunityChapter 7: Principle Six: Cultivate Partners to Extend Your Brand Reach and Influence; Chapter 8: Principle Seven: Leverage Your Brand for Alternative Revenue and Value; Conclusion: The Breakthrough Nonprofit Brand Journey; Appendix A: Brand Journey Assessment Tool; Appendix B: Snapshot of Nonprofit Case Studies; Glossary; Notes; Bibliography; About the Authors; Index
Sommario/riassunto	"A hands-on guide to help your nonprofit build its brand, raise its

profile, strengthen impact and develop deeper relationships with donors, volunteers, and other stakeholders. Breakthrough Nonprofit Branding is about the power a constituency-focused, compelling brand can have to revolutionize an organization and the way people view and support it. Shows how to optimally define what your organization stands for to differentiate, create value and breakthrough. Explains how to build loyal communities inside and outside of your organization to increase social impact. Features seven principles for transforming a brand from ordinary trademark to strategic advantage. Includes case studies of eleven breakthrough nonprofit brands and transferable ideas and practices that nonprofits of any size, scope or experience can implement. Other title by Daw: Cause Marketing for Nonprofits : Partner for Purpose, Passion, and Profits. A practical road map and essential tool for nonprofit leaders, board members, and volunteers, this book reveals the vital principles you need to know to build and manage your organization's most valuable asset - its brand. In today's highly competitive nonprofit world, building a breakthrough brand is no longer a "nice to do," but the new imperative. Jocelyne Daw, a pioneer and leader in building business and community partnerships has over 25 years of nonprofit leadership experience. Carol Cone, named by PR WEEK as the most powerful and visible figure in the world of cause branding, has been linking companies and causes for over 25 years."--
