



TRANSITIONING *to* TOMORROW

2012 UCP ANNUAL CONFERENCE

WASHINGTON, DC

***“Who is it that can
tell me who I am?”***

— King Lear, Act 1, Scene 4



**TRANSITIONING
to TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

What's my brand



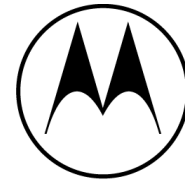
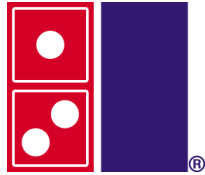
TRANSITIONING
to **TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

15 <



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Brands are much more than logos



What is a brand?

- A **promise** an organization makes that shapes its relationship with its stakeholders based on its **identity** and **personality**.



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

What is branding?

- A discipline for **thinking**, **communicating** and **behaving** as one enterprise with a unified mission.



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Decoding a brand

- ❑ Brand **essence**
- ❑ Brand **promise**
- ❑ Brand **personality**



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Brand essence

DEF: *The heart and soul of a brand; its fundamental characteristics.*

Examples



Nike: Authentic Athletic Performance



Hallmark: Caring Shared



Disney: Fun Family Entertainment



Starbucks: Reward Everyday Moments



TRANSITIONING
to **TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Brand essence

Examples



Nature Conservancy: Saving Great Places



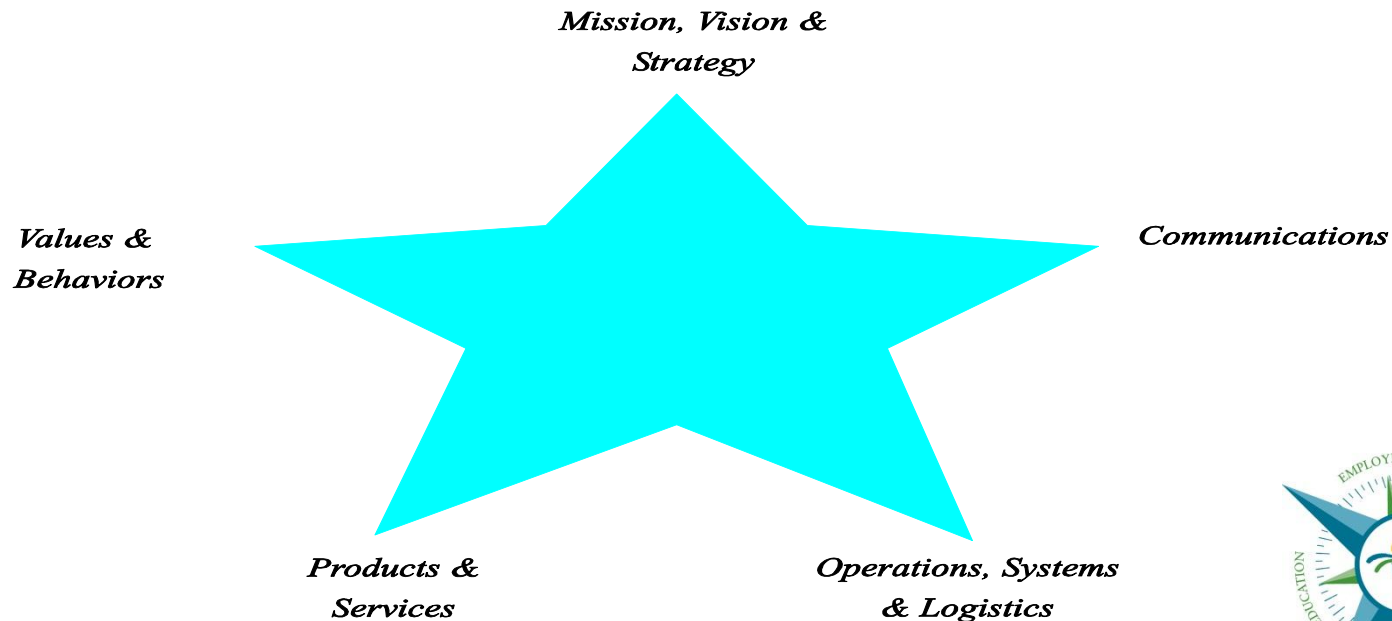
UCP: ?



**TRANSITIONING
to TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Brand promise

DEF: *The relevant differentiating benefits the brand promises to deliver to the target audience.*



**TRANSITIONING
to TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Brand personality

DEF: *The adjectives that describe the brand.*

What adjectives would you use for the following:



Nike



Hallmark



Disney



Starbucks



**TRANSITIONING
to TOMORROW**

2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Why brand?

Understanding & managing attention is now the single most important determination of organizational success.

Today's society has:

- An info-stressed public
- Competition (internal and external)
- Ambient noise
- Every day we deal with a shortened attention span



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Branding & the environment

Consider the following:

- 71 percent of white collar workers are stressed by the information they receive
- 60 percent feel overwhelmed
- In Q3 of FY 2011, the US Patent and Trademark Office issued 176,000 trademarks with close to 300,000 applications pending—430,000 more than in 1983 (*Trademarks Dashboard, USPTO*)



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

So ...
How do we get above the noise



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Brand attributes

Three important attributes for an effective Brand

- ❑ **Consistency:** Brands must have a consistent look and feel. (fonts, styles, slogans, graphic imagery)
- ❑ **Continuity:** Brands must manage evidence of continuity in a discontinuous environment (emotional response, stability)
- ❑ **Frequency:** Brands must be present enough to develop a presence.



Designing a brand

How does an organization shape a brand?

- ❑ **Target audience:** Define the target customer.
- ❑ **Brand essence:** Define the heart and soul of your organization.
- ❑ **Brand promise:** Develop the relevant differentiating benefits the brand promises to deliver to the target audience.
- ❑ **Brand personality:** Describe the brand as if it were a person.



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Brand positioning



The Nature Conservancy

Target Audience:

- Affluent people concerned about environmental conservation
- Opinion Leaders.

Brand Essence:

- Saving Great Places

Brand Promise:

- Only The Nature Conservancy has the expertise and resources to work in creative partnership with local communities in the United States and internationally with exceptional range and agility to conserve the most important places for future generations.



TRANSITIONING
to **TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Brand positioning



The Nature Conservancy

Brand Personality:

- Science-driven
- Results oriented, action oriented
- Entrepreneurial
- Focused
- A good ally, a reliable partner
- Possessing integrity
- Businesslike, professional
- Hard working, persistent, tireless, dedicated
- Positive, constructive, non-confrontational

(Brand Aid, VanAuken, 2003)



TRANSITIONING
to **TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Designing a brand

How does an organization shape a brand?

- ❑ **Target audience:** Define the target customer.
- ❑ **Brand essence:** Define the heart and soul of your organization.
- ❑ **Brand promise:** Develop the relevant differentiating benefits the brand promises to deliver to the target audience.
- ❑ **Brand personality:** Describe the brand as if it were a person.



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Creating Brand UCP

Who are you most trying to reach



(target audience)



**TRANSITIONING
to TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Creating Brand UCP

*At its core,
What is UCP all about*



(brand essence)



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Creating Brand UCP

What makes UCP different



(brand promise)



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Creating Brand UCP

***Can you describe your affiliates
personality in 15<***



(brand personality)



**TRANSITIONING
to TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Storytelling

***People don't buy a product,
service or idea.***

***They buy the **story**
that's attached to it.***



**TRANSITIONING
to TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

FOR PEOPLE WITH DISABILITIES
THE
CIVIL RIGHTS MOVEMENT
IS NOT OVER
LEARN MORE AT UCP.ORG

UCP United Cerebral Palsy
Life without limits for people with disabilities™

© 2010, United Cerebral Palsy, 1400 L Street, NW, Suite 700, Washington, DC 20004 | (800) 872-0827 | www.ucp.org

FOR PEOPLE WITH DISABILITIES
LIFE
SHOULD BE
WITHOUT LIMITS
LEARN MORE AT UCP.ORG

UCP United Cerebral Palsy
Life without limits for people with disabilities™

© 2010, United Cerebral Palsy, 1400 L Street, NW, Suite 700, Washington, DC 20004 | (800) 872-0827 | www.ucp.org

FOR PEOPLE WITH DISABILITIES
WE'RE COMMITTED TO INNOVATIVE
SOLUTIONS TODAY
LEARN MORE AT UCP.ORG

UCP United Cerebral Palsy
Life without limits for people with disabilities™

© 2010, United Cerebral Palsy, 1400 L Street, NW, Suite 700, Washington, DC 20004 | (800) 872-0827 | www.ucp.org

Telling the UCP Story



TRANSITIONING
to **TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Telling the UCP Story



LIFE
WITHOUT LIMITS

..... UCP.ORG



© 2010, United Cerebral Palsy



LIFE
WITHOUT LIMITS

..... UCP.ORG



© 2010, United Cerebral Palsy



TRANSITIONING
to **TOMORROW**

2012 UCP ANNUAL CONFERENCE

WASHINGTON, DC

Act.

There are many resources available for children with special needs. We can help your child get the best start possible.

[Learn More](#)



Welcome

Are you worried that your child isn't developing like other children? Has your child been diagnosed with a developmental delay or disability? You are not alone. We are here to help you find answers to your questions. Other parents and therapists are here with you. [Click here](#) to get started.

Search for Resources

Our resource locator can help you find the non-profit and government agencies that can help your child. [Click here to search for services](#)



Understand Autism

Autism is a severe developmental disability that generally begins at birth or within the first three years of life. It is the result of a neurological disorder that changes the way the brain functions -- causing delays or problems in many different



Assistive Technology

Assistive Technology, also known as AT, plays a vital role in the lives of children and adults with disabilities. These devices and tools can range from everyday items with small adaptations to cutting edge electronics.

[Find out more](#)



Feeding Tips

Make sure that your child's eating habits are healthy and nutritious. Children often adopt a variety of problem eating behaviors as they grow. We identify six of the most common challenging behaviors and give you the tips that you need to overcome them.



William H Macy welcomes visitors to the My Child Without Limits website.

MyChild Without Limits *Support Community*

Sign up for our Newsletter



Decoding your story

Why does UCP matter



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Decoding your story

- ❑ In times of financial crisis, whether organizationally or globally, the most important thing to do is to return to mission.
- ❑ Develop messages, themes and scripts around why we need our donors now more than ever and why they need us.



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Decoding your story

What would happen if our funding disappeared



(WHAT PROGRAMS WOULD
BE LOST?
WHAT WOULD THAT MEAN?)



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Decoding your story

Why are YOU here



TRANSITIONING
to **TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Decoding your story

- ❑ In the best of times, those we're trying to persuade know a “used car salesperson” when they see one.
- ❑ Translating the organization's narrative into a personal passion is vital.



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Make the mission come alive

- ❑ Many organizations are creating new educational opportunities to share the mission with donors.
- ❑ Retreats, exclusive updates on information, access to key organizational moments.



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

What has worked for you?

- What have you done or what new ways can UCP share the mission with stakeholders?
- What have you or what could UCP do to show stakeholders they are valued?



Branding Successes



**THE HUMANE SOCIETY
OF THE UNITED STATES**



**TRANSITIONING
to TOMORROW**
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Getting started

❑ Be clear internally

- ❑ Solidify your mission, vision and values
- ❑ Define your preferred position in the competitive landscape
- ❑ Agree on what constituent groups/target markets matter most and know what you'd like them to do

❑ Get your story straight, simple – and portable

- ❑ Game of “telephone” is more complex
- ❑ Distill message to “irreducible, indestructible, memorable core”
- ❑ Make it easy for people to share what you want shared



Getting started

- ❑ Identify ways for people to share what they care about
 - ❑ Everyone doesn't care about everything
 - ❑ Segment your offering and your story, sharing what matters to each constituent group

- ❑ Appeal to a higher power
 - ❑ Brand advocates share when it reinforces their personal brand
 - ❑ If you help audience members see themselves in your brand, they will share it: verbally, tweet it, post it.



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Getting started

- ❑ Design (consistently) to differentiate
 - ❑ Use a comprehensive approach to type, color, imagery, design
 - ❑ Those are the elements we control
 - ❑ Shared visual language is the “glue” to connect blogs, Twitter posts, and other social media outposts



TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Getting started

- ❑ Unflaggingly supply vision and context
 - ❑ Find stories that support your main message points
 - ❑ Weave them into the media you control
 - ❑ If you don't tell your story, someone else will

- ❑ Foster dialogue
 - ❑ Monitor the media that provide feedback (web, social media)
 - ❑ Engage disgruntled consumers and find ways to celebrate with those who love you

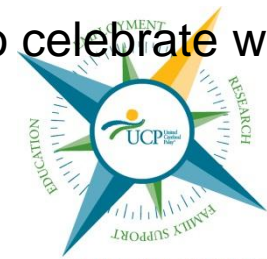


TRANSITIONING
to TOMORROW
2012 UCP ANNUAL CONFERENCE
WASHINGTON, DC

Getting started

- ❑ Unflaggingly supply vision and context
 - ❑ Find stories that support your main message points
 - ❑ Weave them into the media you control
 - ❑ If you don't tell your story, someone else will

- ❑ Foster dialogue
 - ❑ Monitor the media that provide feedback (web, social media, etc.)
 - ❑ Engage disgruntled consumers and find ways to celebrate with those who love you



Getting started

- ❑ Engage your organization
 - ❑ Utilize all your ambassadors
 - ❑ Make sure staff knows what you're trying to accomplish
 - ❑ Create vehicles that allow internal stakeholders to participate with pride

- ❑ Move forward, step back and evaluate ... proceed
 - ❑ Branding is a dynamic and continuous process
 - ❑ Stay with a strategy long enough to see if it's working





LIFE WITHOUT LIMITS

..... UCP.ORG



© 2010, United Cerebral Palsy.



TRANSITIONING
to TOMORROW

2012 UCP ANNUAL CONFERENCE

WASHINGTON, DC