

This webinar will start at :02 minutes after the hour



Presenters:

R. Trent Thompson, Rebrand, Retool or Perish

Tammy Zonker, Fundraising Transformed

NONPROFIT  
**STORYTELLING**  
CONFERENCE

#npstoryconf

# WELCOME



Shanon Doolittle



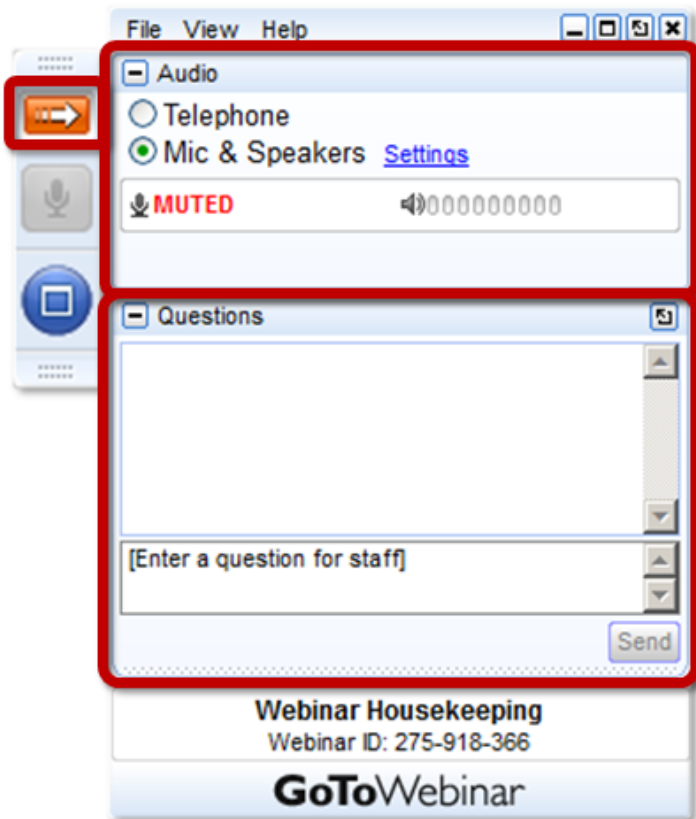
Chris Davenport

NONPROFIT  
**STORYTELLING**  
CONFERENCE

SEATTLE, WA - NOVEMBER 12-13, 2015

[www.nonprofitstorytellingconference.com](http://www.nonprofitstorytellingconference.com)

# HOUSEKEEPING



>> Open and hide your control panel

>> Select your audio preference

- Choose “**Mic & Speakers**” to use your computer and internet connection
- Choose “**Telephone**” and dial in using the information provided

>> Submit questions using “**Questions**” box

>> Tweet using #npstoryconf

# MEET YOUR PRESENTERS



R. Trent Thompson

Founder, Rebrand, Retool or Perish

[www.rtrentthompson.com](http://www.rtrentthompson.com)

@rtrentthompson



Tammy Zonker

Founder, Fundraising Transformed

[www.tammyzonker.com](http://www.tammyzonker.com)

@tammyzonker

# Asked one simple question:

To board, staff, and loyal supporters

What does  
The Children's Center do?

# Asked one simple question:

What does The Children's Center do?



# Asked one simple question:

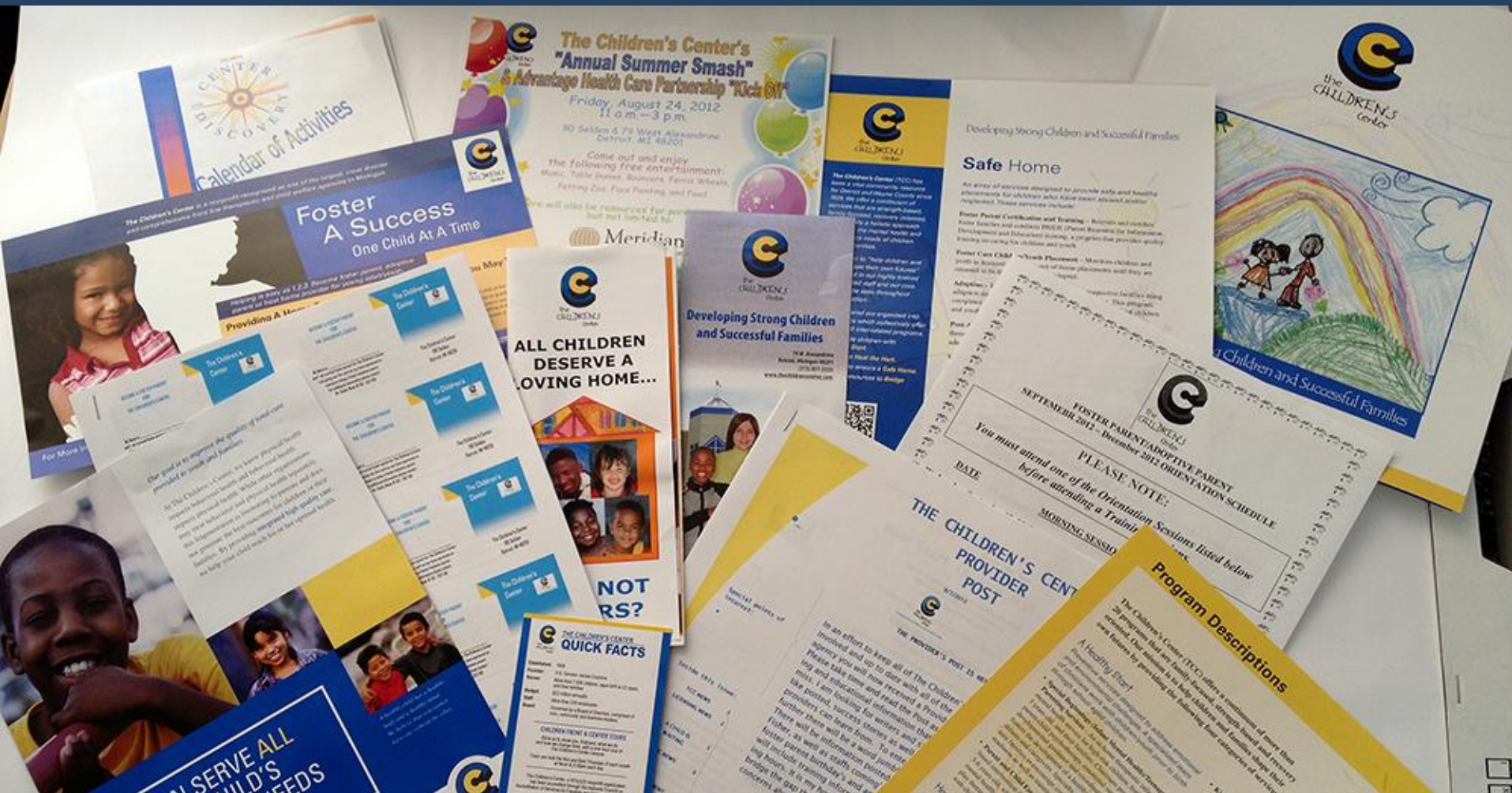
What does The Children's Center do?

Ummmmm...



# Asked one simple question:

What does The Children's Center do?





# Asked one simple question:

What does The Children's Center do?

A diluted brand is an  
**invisible** brand.

# Asked one simple question:

What does The Children's Center do?



# Why is creating a brand story important?

Why should you care?

# Why is creating a brand story important?

If donors don't understand what you do and the difference it makes, they will likely donate less, *or worse*, move on to another nonprofit who does a better job of telling their brand story.

# What is a brand story?



# What is a brand story?

It's more than a brochure or the  
'About us' section on your website.

# What is a brand story?

It's bigger than the story YOU tell  
about your organization.  
It also reflects what OTHERS think  
about your organization based  
on their personal experiences  
with your nonprofit.

# Why is having a brand story important for your nonprofit?

# What is having a brand story important?

Without a brand story,  
your nonprofit has no way  
of differentiating itself from  
like organizations.

# What is having a brand story important?

Stories build trust.



# What is having a brand story important?

Stories are the currency  
of nonprofit organizations.

# What is having a brand story important?

Everybody loves hearing stories  
and *most* love telling them...  
*if they know how to tell them well.*

# What's the process for creating a brand story?

# What's the process for creating a brand story?

Produced four key brand tools

## Four brand tools:

Brand Story

Agency-Wide Messaging System

Brand Messaging Pocket Guide

Brand Persona

# What's the process for creating a brand story?

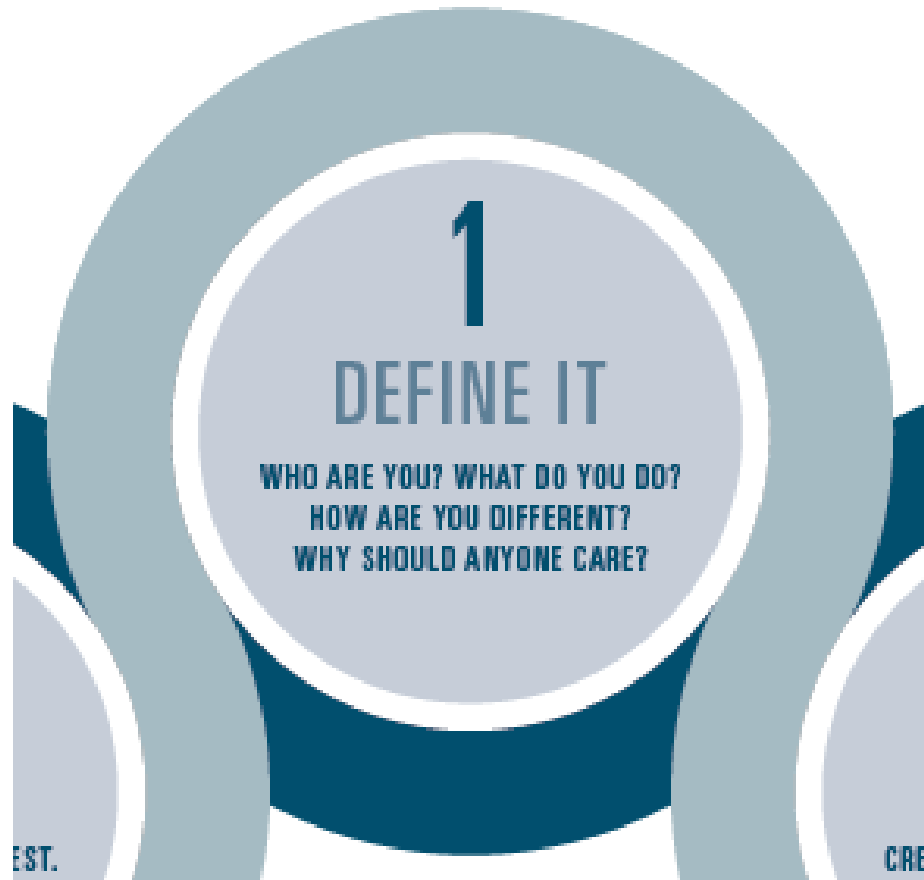
## Six-Step Process





# What's the process for creating a brand story?

## Six-Step Process



# What's the process for creating a brand story?

## Six-Step Process



# What's the process for creating a brand story?

## Six-Step Process



# What's the process for creating a brand story?

## Six-Step Process



# What's the process for creating a brand story?

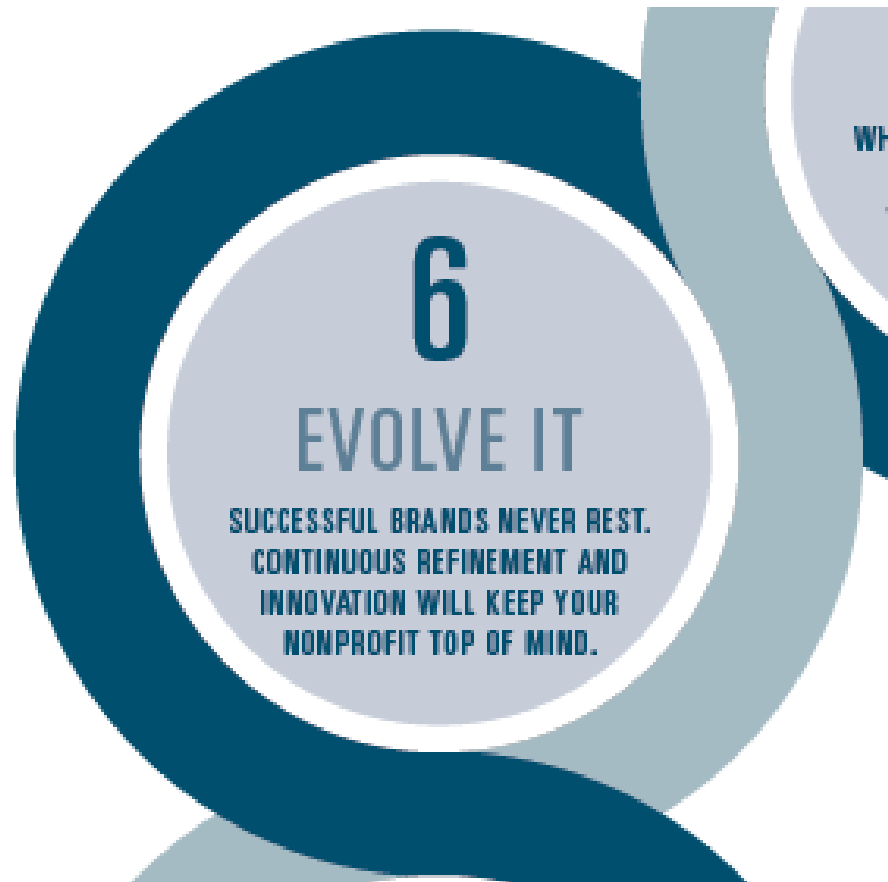
## Six-Step Process





# What's the process for creating a brand story?

## Six-Step Process



# What's the process for creating a brand story?

Create question sets, segmented by audience, for in-depth interviews

## BRAND PERSONA

### Brand Questions

Feel free to add your own questions that may be more relevant to your nonprofit. When creating your online form, remember to add a 'paragraph' box below each question to provide enough space for each answer.

How did you first hear about <your nonprofit name>?

What was your initial perception of us? How has that perception changed? If yes, how?

If <your nonprofit name> were a person, who would it be? Close your eyes and imagine The Children's Center as a real person. Is it a man or a woman? Young or old? How is s/he dressed? Where would s/he sit at a very important meeting — the head of the table or back of the room? Did s/he go to college and get a master's degree, or is s/he street smart?

*In addition to answering these questions, you're encouraged to provide as much detail as you feel necessary to provide an accurate description.*

How would you describe our mission?

Would you say that we are successful in achieving our mission?

Which of our programs or initiatives are you most supportive of? Why?

What do you think of our name? Do you feel it represents us accurately?

Do you know what our tagline or slogan is?

If you were to write a tagline for us, what would it be?

What do you think about our logo?

# What's the process for creating a brand story?

Determine your archetype to improve communications with all audiences

BRAND PERSONA

## Archetypes

The idea behind using brand archetypes is to connect with universal beliefs that are already embedded within the subconscious of your audience. The archetype process doesn't just help shape your nonprofit's personality; it helps you create a connection that your audience can identify with.

Cut out each of the twelve archetypes and use for your archetype mapping exercise.

### Innocent

**CORE DESIRE**

To seek safety

**GOAL**

Remain in safety

**GIFTS**

### Seeker

**CORE DESIRE**

Freedom to discover self

**GOAL**

Search for better life

**GIFTS**

### Sage

**CORE DESIRE**

Discover truth

**GOAL**

Truth

**GIFTS**

### Hero

**CORE DESIRE**

Prove one's worth

**GOAL**

To win

**GIFTS**

## Build agency-wide message map system to enable consistent messaging



# What's the process for creating a brand story?

Create a brand persona to better inform communications with multiple audiences

## THE CHILDREN'S CENTER BRAND PERSONA

### Fulla Hope Luv

#### PROFILE

AGE	43	STATUS	Single
GENDER	F	RACE	African-American
LOCATION	Detroit	POLITICS	Apolitical

#### MOTIVATIONS

She was abused and neglected as a child; She wants to ensure all children have access to critical resources and a safe haven to help them heal, grow and thrive; Wants children to have a voice; Passion for healing children; Wants to help children dream again

#### IDENTIFIERS

Courageous, Trustworthy, Compassionate, Caring, Outspoken, Empowering, Safe, Optimistic, respect for individuals, non-judgmental, tech-savvy, never stops working, active on social media, gets news from Detroit Free Press and Crain's



I believe our children are the heroes. They battle their pain and demons everyday. If we're going to heal Detroit, we must first heal its children; *all of them.*

#### FRUSTRATIONS

# What's the process for creating a brand story?

Create a brand persona to better inform communications with multiple audiences



## Identifiers

Optimistic personality

Respect for individuals; nonjudgmental

Tech-savvy (personally and professionally)

Detroit Free Press, Crain's and Michigan Chronicle are her news sources

Courageous, Trustworthy, Compassionate, Caring, Empowering, Outspoken, Safe

Never stops working; never gives up hope

On Facebook, Twitter, Pinterest, LinkedIn, Instagram, and YouTube



# What's the process for creating a brand story?

Create a brand persona to better inform communications with multiple audiences



## Identifiers

Optimistic personality

Respect for individuals; nonjudgmental

Tech-savvy (personally and professionally)

Detroit Free Press, Crain's and Michigan Chronicle are her news sources

Courageous, Trustworthy, Compassionate, Caring, Empowering, Outspoken, Safe

Never stops working; never gives up hope

On Facebook, Twitter, Pinterest, LinkedIn, Instagram, and YouTube

# What's the process for creating a brand story?

Create a brand persona to better inform communications with multiple audiences

THE CHILDREN'S CENTER BRAND PERSONA

## Fulla Hope Luv

PROFILE	
AGE 43	STATUS Single
GENDER F	RACE African-American
LOCATION Detroit	POLITICS Apolitical

**MOTIVATIONS**

She was abused and neglected as a child. She wants to ensure all children have access to critical resources and a safe haven to help them heal, grow and thrive; Wants children to have a voice; Passion for healing children; Wants to help children dream again

**IDENTIFIERS**

Courageous, Trustworthy, Compassionate, Caring, Outspoken, Empowering, Safe, Optimistic, respect for individuals, non-judgmental, tech-savvy, never stops working, active on social media, gets news from Detroit Free Press and Crain's



I believe our children are the heroes. They battle their pain and demons everyday. If we're going to heal Detroit, we must first heal its children; *all of them.*

**FRUSTRATIONS**

1) Serving more than 7,500 children and families each year, she worries about the tens of thousands of children who have yet to walk through her front door; who's helping them? 2) Not having enough talent and funding to provide critical services, and much needed resources to children and families in need; 3) The majority of Greater Detroit doesn't know she exists. 4) The stigma people attach to children with mental illness.

**ARCHETYPE**

**CAREGIVER**

The Caregiver archetype is compassionate and generous. Protecting and helping others in need is a high priority. Champion families and family values. The Caregiver will work self and others until they drop. Examples: Volvo, Johnson & Johnson, GE.

**BACKGROUND**

1) Graduate of University of Michigan School of Social Work with dual degrees Social Work and Business Administration. 2) Chief Executive Officer (CEO) of a large social services nonprofit serving Detroit's most vulnerable children and families. 3) Enjoys nurturing her vegetable garden and throwing birthday parties for Detroit's most vulnerable children. 4) Serves on the boards of three local nonprofit organizations; all related to serving children.

**GOALS**

1) Make every at-risk child and family aware of TCC and how we can help them. 2) Help children overcome behavioral, emotional, social, and developmental challenges and grow into strong, healthy, productive adults. 3) Provide a welcoming, nonjudgmental, safe haven to help children heal, grow and thrive. 4) Lead the charge year-round in raising awareness for the need for foster parents in Greater Detroit: #WeNeedFosterParents. 5) Lead the charge year-round in educating Greater Detroit about child mental illness: #EraseTheStigma. 6) Triple philanthropy in 3 years targeting, generational donor audiences. 7) Position TCC subject matter experts (SMEs) as thought leaders (locally, regionally, and nationally). 8) Establish TCC as the leading authority in providing integrated care to children and families (locally, regionally, and nationally). 9) Make TCC the preferred charity for Greater Detroit Millennials. 10) Recruit the best and brightest talent.

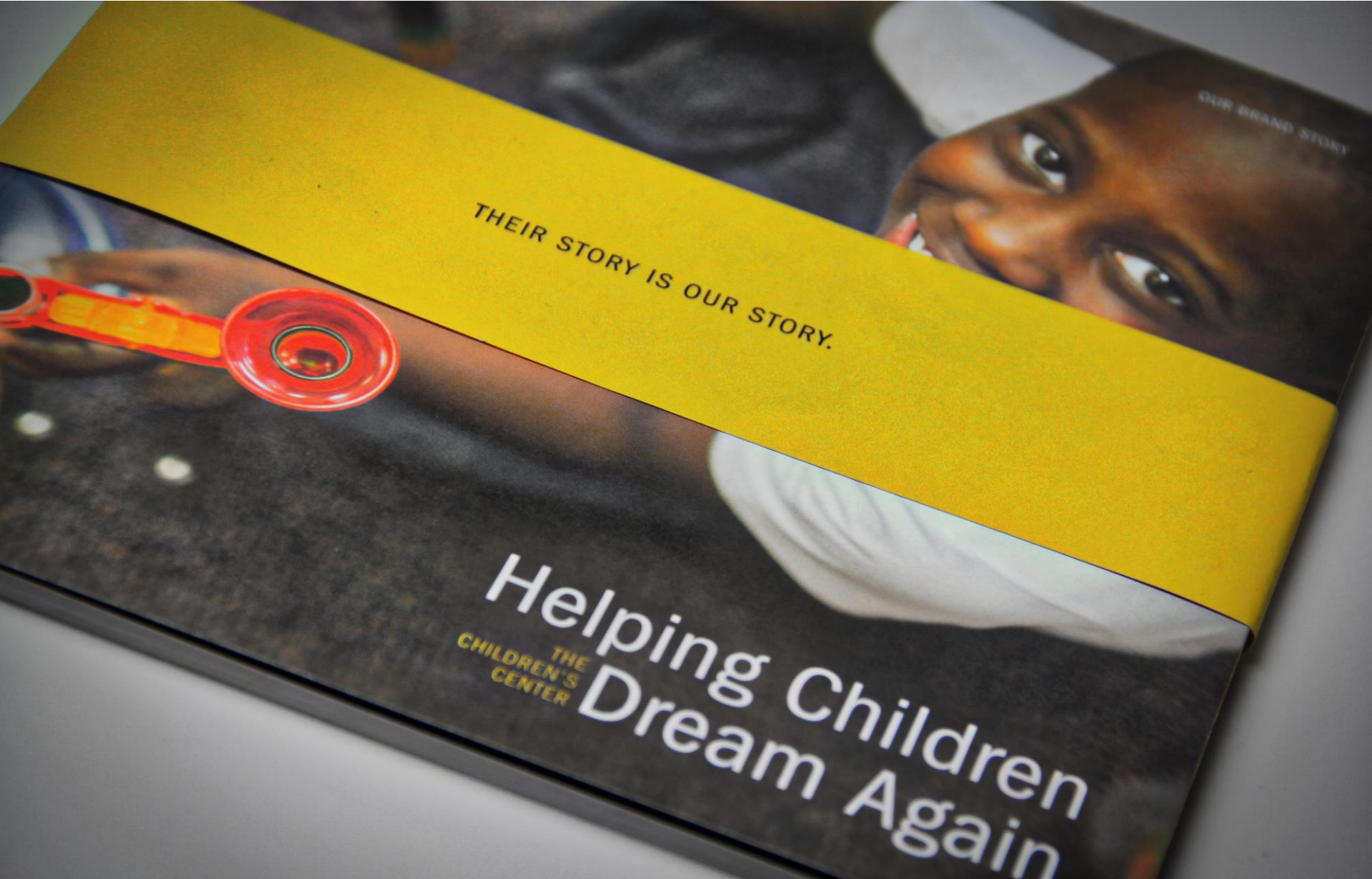
**BIOGRAPHY OR MANIFESTO**

She's a place that provides support for children to overcome their challenges and grow into strong, healthy, productive adults. A place that strives to celebrate life. Not just fix life's problems. She believes every child deserves the chance to dream again. To be accepted and not judged. And to be welcomed with wide-open arms. By continually striving and applying new ways of thinking, she rebuilds hope for children who struggle with mental and behavioral issues, or have experienced abuse, neglect and poverty. With the help of her compassionate, never-say-never staff of dedicated experts, she doesn't just treat a child's specific issue. She treats the whole child; working with the family that raises them. She examines the barriers in their lives at home, at school. And in their community. And she brings these all together to make sure every aspect of a child's life are in a healthy place to support their healing. And get them on the road to a happier, more fulfilling childhood. She practices evidence-based care that has been proven effective to help children overcome their struggles. And she empowers these future leaders to feel confident in their own voices and learn to self-advocate once they're outside of the comfort of her walls. She does all this for one reason – she's passionate about healing children. Because she knows when you lift a child's spirit, you ultimately lift an entire community.

THE CHILDREN'S CENTER | © TRENT THOMPSON PAGE 1 OF 1



# What does a brand story look like?



OUR BRAND STORY

THEIR STORY IS OUR STORY.

# Helping Children THE CHILDREN'S CENTER Dream Again

## Consumer Insight

The donors, board, clinical therapists, volunteers, and staff of The Children's Center believe that:

"There are two things we should give our children: one is strong roots, the other is wings."



### HAPPINESS IS MY RIGHT

Every child deserves the chance to experience the pure joy of being a kid. We strive to give kids a break from their circumstances, a fun, accepting home away from home.





## Why it matters

The future of our city is in our children's stories. While many begin in heartbreak, that's only the first chapter. At The Children's Center, we help children rewrite their future, transforming their hurt into healing, despair into courage, trauma into triumph. Their stories are success stories.



## **Brand Manifesto**

There's a place that stands for family, for healing hope. A place that provides a healthy safe haven for to overcome their challenges and grow into strong productive adults.

A place that strives to celebrate life. Not just fix life

*That place is The Children's Center in Detroit.*

Where every child deserves the chance to dream again.  
To be accepted and not judged. And to be welcome with wide-open arms.



*"Mine is just one story.  
There are thousands of  
kids still out there locked  
in closets, eating off floors,  
fighting for their lives —  
thinking it's their fault  
and desperately wanting  
to be loved. They need  
The Children's Center."*

*DDIE, FOSTER CARE PROGRAM PARTICIPANT*





## Brand Essence

### Key Pillars

- 1** Believe in a holistic approach to care  
Making each child a strong, thriving individual.
- 2** Advocate for children in need  
By respecting their struggles and supporting their rights.
- 3** Heal with advanced expertise  
By relentlessly seeking, researching and applying the most impactful practices.



## ***Brand Promise***

*Helping children dream again.*



What are some of the  
ways you can leverage  
your brand story?

# Ways to leverage your brand story?

The Children's Center, Detroit

Attract new donors and corporate sponsors

Retain and/or upgrade existing donors

Recruit quality talent, board members, and community partners

Deepen existing relationships with key supporters and funders


Reignite agency pride

Empower brand ambassadors to consistently share your story

Grow your consumer or client base


Establish clear differentiation from like organizations

# What are others saying?




This is the best thing I've seen  
in my 20+ years on the Board  
of The Children's Center.

– Lee Koska, Board Member, Adjunct Professor, Oakland Community College




It's most critical The Children's Center be recognized as the voice for hurting children. Your work has catapulted us leap years ahead of any similar organization.

– Debora Matthews, CEO & President, The Children's Center



A powerful tool. Sharing this  
brand story will do wonders  
for attracting new families.

– LaKingna Simmons, Autism Services Program, Consumer



Quite powerful. I believe our brand story will go a long way towards creating a sense of belonging to the greater mission for our staff.


– Carlynn Nichols, Chief Clinical Officer, The Children’s Center



There's nothing more attractive  
than a brand that knows itself.

– Amy Sacka, Millennial Supporter





I have to say, I expected the usual. This is not the case with this brand story. Extremely powerful. Put me in tears. Use it with everyone.

– Lisa Ford, Board Member, The Children's Center

# What will we share at the Nonprofit Storytelling Conference?

# What will I share at the np storytelling conference?

The rest of the story

Page-by-page reveal of the  
brand story book created for  
The Children's Center.

# What will I share at the np storytelling conference?

The rest of the story

Page-by-page reveal of the brand messaging pocket guide and how The Children's Center uses it.

# What will I share at the np storytelling conference?

The rest of the story

An up-close look at the  
brand story creation process.

# What will I share at the np storytelling conference?

The rest of the story

A look at more tried-and-proven tools you can use to create and leverage your brand story.

# What will I share at the np storytelling conference?

The rest of the story

How to build the right team  
to create your brand story.

# What will I share at the np storytelling conference?

The rest of the story

A breakdown of the  
messaging system created  
for The Children's Center.



# What will I share at the np storytelling conference?

The rest of the story

A closer look at the  
brand persona created  
for The Children's Center.

# MEET TRENT AND TAMMY

## NONPROFIT STORYTELLING CONFERENCE



Early rate of \$995 through 10/9



Learn more >>> [www.nonprofitstorytellingconference.com](http://www.nonprofitstorytellingconference.com)



R. Trent Thompson  
260.438.1806  
trent@rtrentthompson.com

@rtrentthompson  
rtrenthompson.com



Tammy Zonker  
260.438.9325  
tammy@tammyzonker.com

@tammyzonker  
tammyzonker.com

NEXT WEBINAR – TUESDAY, OCTOBER 6

## The 5 Stories Your Nonprofit NEEDS to be Telling



Marc A. Pitman  
Chief Fundraising Coach, [TheNonprofitAcademy.com](http://TheNonprofitAcademy.com)  
[@marcapitman](https://twitter.com/marcapitman)

Register >>> [www.nonprofitstorytellingconference.com/webinars](http://www.nonprofitstorytellingconference.com/webinars)