

LEARNING OUTCOME


After participating...

...you will be able to develop a distinct brand for your capital campaign.

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IMPRESSIONS 2

■ AGENDA


- Understanding what a brand is
- Auditing existing communications
- Engaging your donors to create a compelling campaign brand
- Developing your brand strategy
- Planning and deploying a brand for your campaign



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■ NEXT SESSION

- Campaigns: An opportunity for enhanced donor communications
- Optimizing every media outlet
- Outcomes-based major gift and campaign communications
- Improving your own pieces: Building cross-campus alliances to aid in the effort.
Building cross-campus alliances to aid in the effort



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UNDERSTANDING WHAT A BRAND IS



 CHAT

What is a brand?



BRANDING
101



ORIGIN



BRANDING
101



QUALITY



BRANDING
101

WE CAN'T
ESCAPE THEM

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BRANDING
101



3500 BRAND MESSAGES
EVERY DAY

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BRANDING 101

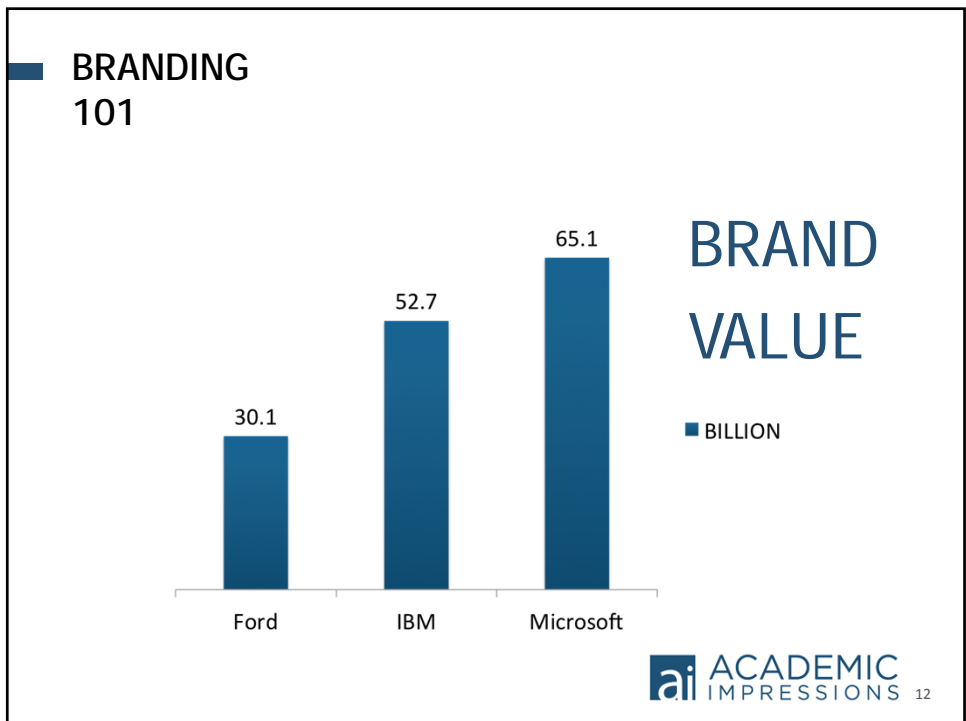
VERB-ABLE BRANDS

"When people use your brand as a verb. That is remarkable"

- Meg Whitman



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BRANDING
101



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This slide displays a collection of nine well-known corporate logos. The logos are arranged in two rows. The top row includes Apple (a grey silhouette of an apple with a bite taken out), NBC (the peacock logo with the letters 'NBC' below it), Skype (the word 'skype' in a blue, bubbly font), and Starbucks (the green circular logo with a mermaid and the words 'STARBUCKS COFFEE'). The bottom row includes McDonald's (the golden arches), Coca-Cola (the red logo with the white script 'Coca-Cola' and 'Enjoy' above it), Walt Disney (the blue silhouette of Cinderella Castle with the name 'WALT DISNEY' in a blue script font), and IBM (the blue logo consisting of eight horizontal stripes of varying lengths). In the bottom right corner, there is a logo for 'ai ACADEMIC IMPRESSIONS' with the number '13' next to it.

BRANDING
101



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This slide displays a collection of seven logos for various organizations. The logos are arranged in two rows. The top row includes the American Cancer Society (a blue logo with a white caduceus and the text 'American Cancer Society'), Feeding America (the text 'FEEDING AMERICA' in green and orange with a wheat stalk icon), Goodwill (a blue square logo with a white smiley face and the word 'goodwill' in white lowercase letters), and the YMCA (a red cross above a red and yellow stylized 'Y' shape). The bottom row includes the Boys & Girls Clubs of America (a blue logo with two hands shaking and the text 'BOYS & GIRLS CLUBS OF AMERICA'), The Salvation Army (a red shield logo with the text 'THE SALVATION ARMY'), United Way (a blue logo with the text 'United Way' and a yellow icon of a hand holding a sun), and the YMCA (a red and yellow stylized 'Y' shape with the text 'the YMCA'). In the bottom right corner, there is a logo for 'ai ACADEMIC IMPRESSIONS' with the number '14' next to it.

BRANDING
101



Yale

HARVARD UNIVERSITY

MIT

UCLA


PRINCETON UNIVERSITY

MICHIGAN

USC

Cal

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 RESOURCE

Branding 101: Extended

ai ACADEMIC IMPRESSIONS 16



CHAT

What are the world's top
10 university brands?



TOP 10 UNIVERSITY BRANDS

1. Harvard
2. MIT
3. Cambridge
4. Oxford
5. UC Berkeley
6. Stanford
7. Princeton
8. UCLA
9. University of Tokyo
10. Yale





CHAT

What differentiates these
top 10 brands?


■ WHAT IS
NOT A
BRAND?

A BRAND IS NOT

- A name
- A logo
- A tagline
- A website
- Marketing
- Advertising

■ WHAT IS A
BRAND?

IT'S NOT ABOUT YOU.
IT'S ABOUT WHAT YOU VALUE.

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■ BRANDING
101


A BRAND DOESN'T SHOW HOW GREAT YOU
ARE

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 **BRANDING**
101

A BRAND SHOWS WHAT YOU FIND TO BE GREAT



 **BRANDING**
101

A BRAND HELPS MOVE CONSTITUENTS CLOSER TO YOU




■ **BRANDING**
101


A BRAND IS

- Strategic
- Energizing
- Thoughtful
- Experiential
- Recognizable

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 **TAKEAWAYS**

Your campaign brand refers to the perception your prospects and donors have about your fundraising initiative.

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TAKEAWAYS

- Your campaign brand is what your prospects think and feel when they hear or see your campaign
- It's everything prospects think they know about your campaign –both factual (the numbers it represents), and emotional (intrinsic feelings)



LINKING YOUR INSTITUTIONAL & CAMPAIGN BRAND

YOUR CAMPAIGN BRAND SHOULD BUILD ON THE ELEMENTS OF

- Your culture
- Your history
- Your purpose
- Your values
- Your future (“the promise”)





CHAT

Which comes first, the
campaign or institutional
brand?




■ LINKING YOUR INSTITUTIONAL & CAMPAIGN BRAND

- Your institutional brand is likely well-established and heavily protected
- Your campaign brand should be an extension of your institutional brand


However, for younger organizations, a campaign brand may elevate or solidify a less mature institutional brand.





POLL


Do people give to an institution or to a campaign?



■ INSTITUTION VS. CAMPAIGN

NEITHER: PEOPLE GIVE TO MAKE AN IMPACT

- An institution is the symbol of trust and stability that help donors feel “safe” about donating
- A campaign brand provides:
 - ambassadors with a consistent messaging platform
 - a tool to help open doors, deepen relationships and create new conversations





CHAT

How can a campaign brand
resonate with and
challenge the institutional
brand?



RESOURCE

[University of Sydney Donor
Video](#)



RESONATE & CHALLENGE

A CAMPAIGN BRAND CAN

- Initiate and deepen conversations with prospects
- Articulate a new or renewed institutional vision for the future
- Create momentum and a sense of urgency to help inspire an increased need for philanthropy




COMPLIMENTARY CAMPAIGN BRANDS






■ COMPLEMENTARY
CAMPAIGN
BRANDS



YALE >> **tomorrow**
THE CAMPAIGN FOR YALE UNIVERSITY



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■ COMPLEMENTARY
CAMPAIGN
BRANDS

THE HARVARD CAMPAIGN



 H




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■ COMPLEMENTARY
CAMPAIGN
BRANDS




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 RESOURCE

[UCLA Centennial Campaign Video](#)

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■ COMPLEMENTARY
CAMPAIGN
BRANDS



The image shows a branding design for UConn. It features a dark blue horizontal bar at the top with the text "Our University. Our Moment." in white. Below this bar, the words "THE CAMPAIGN FOR" are written in white, uppercase letters on a dark blue background. Underneath, the letters "UCONN" are written in large, bold, dark blue, uppercase letters.

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■ COMPLEMENTARY
CAMPAIGN
BRANDS



The image shows a branding design for Berkeley. It features a horizontal band with a golden-yellow background and a detailed illustration of a classical building facade. Below this band, a dark blue horizontal bar contains the text "The CAMPAIGN for BERKELEY" in white, with "The" and "for" in a smaller font and "CAMPAIGN" and "BERKELEY" in larger, uppercase letters.


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■ COMPLEMENTARY
CAMPAIGN
BRANDS




RISING
TO THE CHALLENGE

THE CAMPAIGN FOR JOHNS HOPKINS




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■ COMPLEMENTARY
CAMPAIGN
BRANDS



Oxford Thinking
The Campaign for the University of Oxford



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■ COMPLEMENTARY
CAMPAIGN
BRANDS

THE CAMPAIGN FOR NORTHEASTERN UNIVERSITY
empower

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■ COMPLEMENTARY
CAMPAIGN
BRANDS

THE
CAMPAIGN
for the
University
of Southern
California

FAS REGNA TROJAE


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■ COMPLEMENTARY
CAMPAIGN
BRANDS

Aspire
A PLAN FOR PRINCETON

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IMPRESSIONS 47

■ COMPLEMENTARY
CAMPAIGN
BRANDS

The Campaign 
for PURDUE


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■ COMPLEMENTARY
CAMPAIGN
BRANDS

CAMPAIGN for
NEBRASKA
UNIVERSITY of NEBRASKA FOUNDATION

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IMPRESSIONS 49

■ COMPLEMENTARY
CAMPAIGN
BRANDS

MAKING  HISTORY
THE CAMPAIGN FOR PENN

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IMPRESSIONS 50


■ COMPLEMENTARY
CAMPAIGN
BRANDS

momentum

A Scholarship Campaign for NYU

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■ COMPLEMENTARY
CAMPAIGN
BRANDS




MOMENTUM 2


THE BREAKTHROUGH CAMPAIGN FOR
THE UNIVERSITY OF MIAMI

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■ COMPLEMENTARY
CAMPAIGN
BRANDS



SPRIT
OF NOTRE DAME
2004-2011



■ COMPLEMENTARY
CAMPAIGN
BRANDS




OUR RUTGERS
OUR FUTURE
A CAMPAIGN FOR EXCELLENCE



■ **COMPREHENSIVE VS. INITIATIVE-BASED CAMPAIGNS**

KEY CONSIDERATIONS

- Timing
- Institutional leadership
- Voluntary leadership
- Compelling need for philanthropy
- Staffing
- Pipeline/prospects
- Budget

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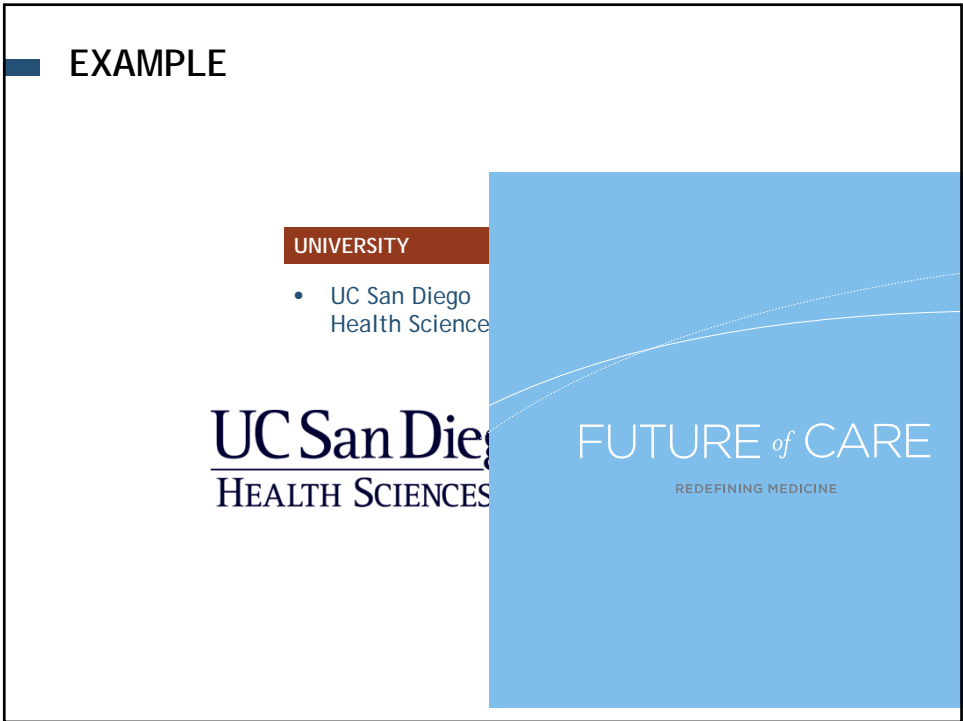
■ **EXAMPLE**

UNIVERSITY


- UC San Diego Health Sciences

UC San Diego
HEALTH SCIENCES

FUTURE of CARE
REDEFINING MEDICINE



FUTURE OF CARE EXAMPLE



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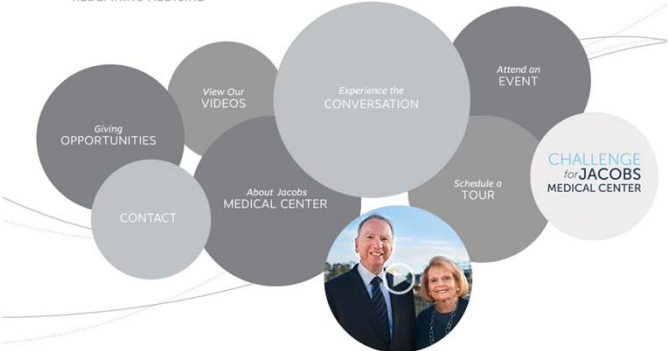
FUTURE OF CARE EXAMPLE

FUTURE of CARE
REDEFINING MEDICINE

We are conducting collaborative research, creating world-class facilities, educating a new generation of health care leaders and building a community of supporters who believe in our mission — all with the goal of improving health care both here and across the globe.

Find out what the future of care means for you, and how you can be a part of it.

UC San Diego
HEALTH SCIENCES



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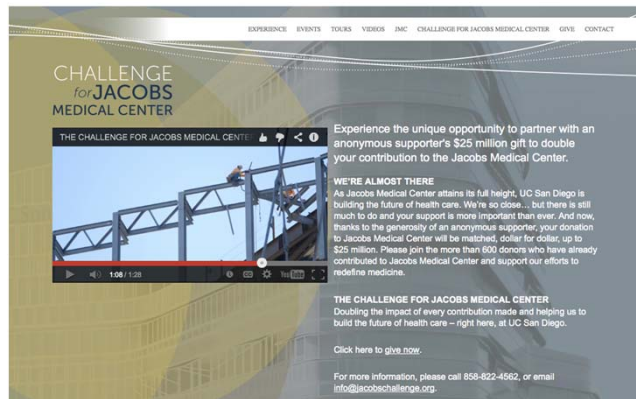
FUTURE OF CARE EXAMPLE



FUTURE OF CARE EXAMPLE

UC San Diego
HEALTH SCIENCES

FUTURE
of CARE
REDEFINING MEDICINE





RESOURCE

UCSD Health Sciences Let's
Go Video



RESOURCE

Challenge for Jacobs Medical
Center Video



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AUDITING EXISTING DEVELOPMENT COMMUNICATIONS

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■ OBJECTIVES OF A BRAND AUDIT

- Gain a deep understanding of its consumers':
 - Values
 - Attitudes
 - Needs
 - Desires
 - Hopes
 - Aspirations
 - Fears
 - Concerns

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OBJECTIVES OF A BRAND AUDIT

- Rigorously analyze competition
- Review brand asset studies (q&q), logo recall and recognition
- Look at how the institution and each of its competitors positioned in the marketplace



INTERNAL AUDIT CONSIDERATIONS

- Positioning
- Brand values
- Brand promise, or brand essence
- Voice
- Culture
- Case for support/positioning



EXTERNAL AUDIT CONSIDERATIONS

- Institutional identity
- Case(s) for support
- Collateral-brochures
- Advertising
- Website
- Social media
- Annual reports
- Sponsorships
- News/press releases
- Testimonials
- Videos
- Other assets




AUDITING INSTITUTIONAL SYSTEMS

- Brand standards
- Policies/on-boarding process
- Service processes/touch points
- Internal systems
- Transportation systems
- Customer service systems



CONCLUSIONS

- What did you find?
- What did you not find?
- What recommendations can be derived?

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**ENGAGING YOUR DONORS TO CREATE A
COMPELLING CAMPAIGN BRAND**

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■ CONDUCTING INFORMATIVE FOCUS GROUPS

- Feedback from the interviewee on the “vision” for the campaign
- What resonates?
- What inspires giving?
 - Top 3 reasons for giving
 - Top 3 reasons that may detract
- Discussion on the “challenges” and the “possibilities” for the campaign



■ CONDUCTING INFORMATIVE FOCUS GROUPS (CONT.)

- Know what you want to learn
 - What issue or problem do you need to explore?
- Identify your target audience
 - Who are you trying to reach?
- Recruit
 - Works best with about eight to 12 people



■ CONDUCTING INFORMATIVE FOCUS GROUPS (CONT.)

- Develop your agenda
 - Use time wisely - 2 hours maximum
- Find a neutral location
 - Offsite is best, but make convenient
- Find a facilitator
 - Use a professional facilitator or external



■ BEFORE GETTING STARTED

- Things to consider:
 - Time considerations
 - Influencers/spokespeople
 - Audience segmentation



FOCUS GROUP QUESTIONNAIRE FUNDAMENTALS

- Open-ended questions
- Closed questions
- Main questions
- Follow-up questions
- Probing questions
- Prompted questions
- Four-question sequence



RESOURCE

Sample Focus Group Questions

■ FOUR- QUESTION SEQUENCE

- Help you explore, discover, and expand
- Dig beyond top-of-the-mind answers
 - Main question (usually open-ended)
 - Follow-up questions
 - Probing questions
 - Prompted questions



■ IDENTIFYING SPOKEPEOPLE & AMBASSADORS

- Internal leadership
- Internal stakeholders
- External/voluntary leadership
- Donors
- Prospective donors
- Industry experts
- High-visible/community leaders



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DEVELOPING YOUR BRAND STRATEGY



■ INSTITUTIONAL ADVANTAGES

- Creates opportunity for elevated conversation
- Develop consistent identity for life of campaign
- Elevates institutional stature
- Institutional unification
- Build culture through collaboration



ORGANIZATIONAL OBJECTIVES

- Align campaign with university branding
- Yet create a distinctive brand that is in harmony
- Create campaign brand architecture that can be leveraged institutionally-wide




TELLING THE STORY DONORS WANT TO HEAR

WE ARE INSPIRED BY WHAT INSPIRES US




**CAMPAIGN
BRAND**

- Should instill elements of:
 - Clarity
 - Differentiation
 - Confidence
 - Value
 - Promise
 - Association
 - Ideology



**CAMPAIGN
BRAND**

- Should instill elements of:
 - Personality
 - Relevancy
 - Passion
 - Foresight
 - Trust
 - Emotion
 - Action





TAKEAWAYS

Your campaign brand should serve as mental shorthand to help initiate conversations and bridge relationships.



CAMPAIGN BRAND

- Should be able to:
 - Exemplify your story
 - Be recognizable
 - Enhance conversations
 - Simplify complex messages
 - Claim your place in the market
 - Be your singular driving force



CAMPAIGN BRAND

- Your campaign brand should say:
 - Identify with me
 - Trust me
 - Engage with me
 - Remember me
 - Partner with me
 - Be inspired by me

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PLANNING AND DEPLOYING A BRAND FOR YOUR CAMPAIGN

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RESOURCING A CAMPAIGN BRAND

CAMPAIGN BRANDING BUDGET CONSIDERATIONS

- What is the timeline to execute?
- How large/complex is the organization?
- How large is the campaign
- What is the competitive landscape?
- How much does it cost?
- How to get the funds?
- What is the ROI?



RESOURCING A CAMPAIGN BRAND

CAMPAIGN BRANDING BUDGET CONSIDERATIONS

- Graphic design
- Photography
- Public media
- Video production
- Web production
- E-production
- Mailing/postage
- Displays



RESOURCING A CAMPAIGN BRAND

CAMPAIGN BRANDING BUDGET CONSIDERATIONS

- Printing
- Case
- Proposals/mailings
- Brochures
- Signage
- Stationary
- Direct mail



RESOURCING A CAMPAIGN BRAND

CAMPAIGN BRANDING BUDGET DEPENDS ON

- Type of organization
- Size of the campaign goal
- Campaign duration
- Personnel & consultant salaries
- Advertising campaign (scope and duration)
- Use of direct mail
- Campaign milestones
- Existing distribution channels / what assets exist





TAKEAWAYS

Average campaign branding & advertising budget is 15% of total campaign budget.



■ LEVERAGING EXISTING OPPORTUNITIES

- Maximize institutional brand, advertising campaigns and other existing assets
 - Existing marketing campaigns
 - Events
 - Gift announcements
 - Campaign milestones





TAKEAWAYS

“Whatever you and your team decide your new brand will stand for, deliver on that promise. That's the only way you'll ever control your brand. And beware: brands always mean something. If you don't define what the brand means, your competitors will.”

- Richard Branson



RESOURCE

Print Resources on Branding





RESOURCE

Video Resources on Branding




RESOURCE

Video Resources on Campaigns






 **QUESTIONS**



 **EVALUATION**

Thank you!

Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.

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