Your Brand, Your Why

Marketing & Branding 101 for Mission-Driven Teams

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Before we talk brand, a few pictures

Images tell people who you are before you say a word.











What do these photos tell you about me?

Take a guess. Your audience is doing the same thing with your organization, before they read a single word.

A quick brand gut-check



Has your organization used more than one version of its logo or colors in the past year?

Hands up: Yes No Not sure

Brand and marketing



BRAND

What people understand, expect, and remember about your organization



MARKETING

How you help the right people understand your work and take a next step

The outside view

Who do you help?

What changes because of your work?

How can I get involved?



A first-time visitor should be able to find the answers

No acronyms. No insider language. Thirty seconds on your homepage.

Your why in everyday language

We help **[people or place]**

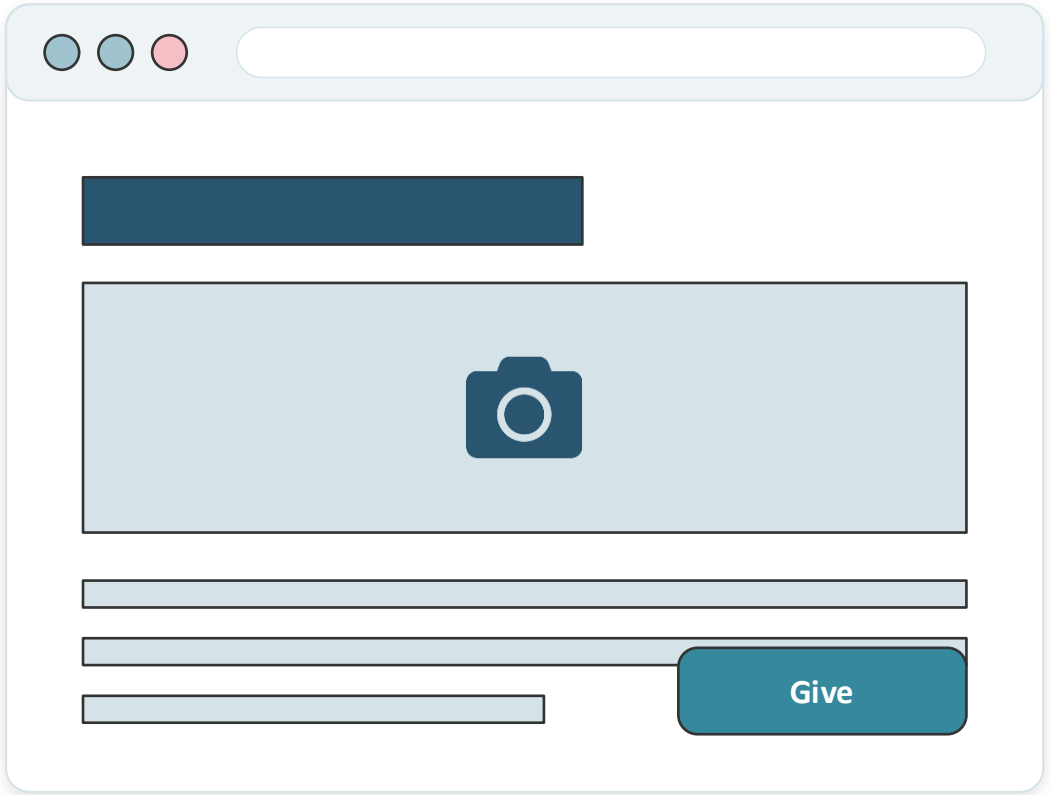
experience **[meaningful change]**

through **[what we do].**



ILLUSTRATION *We help local students build reading confidence through free tutoring.*

A website through a donor's eyes



What feels clear?

What makes you pause?

What would you change first?

One volunteer. A supportive review. Everyone uses the same checklist.

The brand-audit checklist

1. **Recognition** logo, colors, and name
2. **Clarity** people, place, and purpose
3. **Alignment** images and language reflect the mission
4. **Trust** current information and useful evidence
5. **Action** an obvious, usable next step

RATE EACH ITEM

- Yes
- Needs work
- Not checked

Same five areas as the printed toolkit.

One strength. One first fix.



KEEP

What should this organization keep?



CHANGE

Which change would help a visitor most?



OWN

Who could make that change this month?

When the message misses the mission

OUR MISSION

People with disabilities have a seat at the table, including employment opportunities

vs

OUR PUBLIC IMAGES

Our materials emphasized recreation and day-program activities



A 50th-anniversary brand review · Photo: Arc Broward

The fuller story: employment and inclusion

Mission alignment in practice

Photos show people's agency and the full range of your work

Language respects how people describe themselves

Stories connect a real experience to the mission

Permissions and privacy guide what you share



Photo: Arc Broward

A clear path to giving



A more useful donor invitation

COMMON COPY

Help us reach our goal!

Please support our annual campaign.

CLEARER COPY

You can help local students build reading confidence.

Your gift supports free tutoring. Give today to help more students practice with a caring tutor.

Illustrative example

Consistency on a small budget

One approved logo folder
with old files archived

A one-page guide
to colors, fonts, and your main message

Two reusable templates
for the materials you use most

One person who checks
the final version

Your one thing

Within 30 days, I will change…

The person responsible is…

We will know it helped when…

One specific change is enough to begin

Your brand should help people understand your why

- One clearer message
- One more consistent experience
- One next step people can take



Thank you, Orange County

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