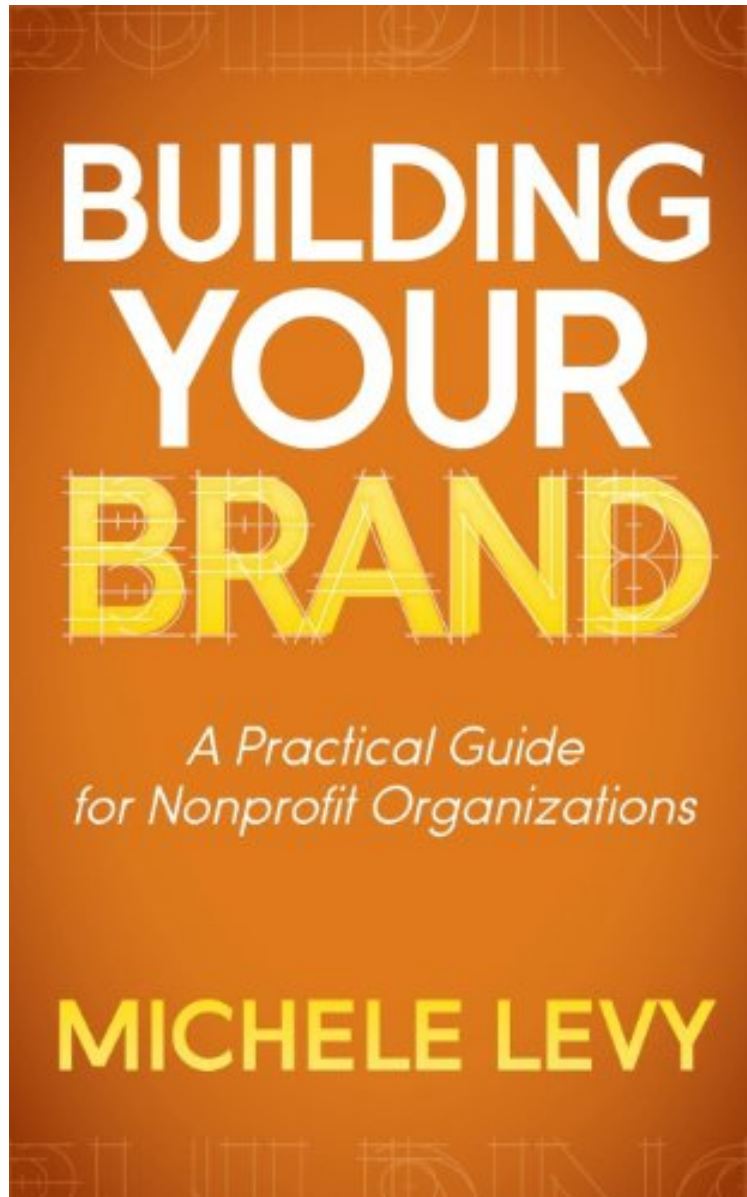


Building Your Brand: A Practical Guide for Nonprofit Organizations

Michele Levy

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or any ...By Sara B. MeyersA well-written, lucid, comprehensible guide to understanding the concept of BRAND. The book includes practical recipes and strategies for identifying and defining an organization's goals and the steps helpful for moving toward realizing a profitable end product. Slanted toward non-profit organizations, the advice is applicable to educational settings, illustrated by a specific case study, Walnut Hill School for the Arts. I would recommend this manual to school committees and trustees or any board, small or larger, which faces decisions about marketing a product/service. The book is about 125 pages, making it a quick read for busy decision-makers, but also a useful manual for reference.0 of 0 people found the following review helpful. A practical guide to branding from someone who has worked in the trenches, a must-read for anyone in non-profit organizationsBy Michael Arnum, Marketing PR ExecutiveIn her inimitable style, Michele Levy cuts through the fog surrounding brand strategy and development, and provides practical, "can-dordquo; advice from the trenches. It's true, anyone can refresh or build a brand for their own organization, but yoursquo;ll want Michelersquo;s useful guide by your side. This book is a must for every board member, non-profit executive, program manager, or anyone else who wants to understand the critical importance of branding.0 of 0 people found the following review helpful. Michelle Levy is a clear-thinking, creative and strategic professional ...By QuerenciaMichelle Levy is a clear-thinking, creative and strategic professional. We were lucky enough to have Michelle as our rebranding consultant. Her book offers the same clear, simple guide to building your brand.Building Your Brand: A Practical Guide for Nonprofit Organizations

Does your brand strategy make sense?If you ask 10 people in your organization, how many different answers would you get??* Can everyone in your organization explain how all the pieces (programs and services) fit together??* Do you feel like yoursquo;re the best kept secret in town?* Have you been debating a name change for years?* If you put all of your collateral on a table, would it look like it came from the same place?nbsp; Is it consistent with the look and feel of your web site??* Do you have brand guidelines that are consistently used by everyone creating communications?If your answers leave you less than confident that your stakeholders completely understand who you are and what you stand for, Building Your Brand: A Practical Guide for Non-Profit Organizations can help. This practical, user-friendly guide is specifically designed to help senior leaders and marketing staff build and maintain a strong, accurate brand. . .to have the ""right"" reputation with the people who matter most to your success. Starting at the very beginning (Why does a strong brand matter?), Michele Levy draws on her experience with scores of nonprofit (and for profit) organizations to help nonprofit leaders understand how to sort through all the information at their disposal and arrive at the most powerful expression of their own brand.

About the AuthorMichele Levy is proud to be a valued and oft-consulted brand therapist for nonprofits. Her work includes research, brand strategy, message development, communications planning and training. She has worked with hundreds of local and national nonprofit organizations, serves as board member for a variety of nonprofit organizations, and has spoken on branding and communications for numerous organizations worldwide.