

Recap:

- Building Brand Quotient through create it, use it, spread it
- Key #3: What does your brand look like?
 - Logo: Different types and National vs. Local
 - Design: The principal reason for emotional attachment
 - Using design to portray your “personality”
- Key #4: What does your brand say?
 - Mission, differentiators, hook statement, tagline
 - Who we are! What’s our story! Why does it matter to our donors, volunteers, etc.!
 - Importance of content for search and conversions

Training Agenda

- **Importance of Your Brand:**

- Key #1: Know What Your Brand Means

- Key #2: Think Strategically About Your Brand

- **Creation of Your Brand:**

- Key #3: What Does Your Brand Look Like?

- Key #4: What Does Your Brand Say?

- **Implementation of Your Brand:**

- Key #5: Ways to Communicate Your Brand Internally

- Key #6: Ways to Communicate Your Brand Externally

- Key #7: Social Media and Building Your Brand

- **Bonus Key!**

Marketing your nonprofit in a way that it impacts Brand Perception

- Think of your “cause” not your “mission”
 - Mission is your purpose
 - Cause is a **branded issue** with which consumers can more personally identify
 - ❑ Mission-based services
 - ❑ Development activities
 - ❑ Communication (internal and external)
-

How hard is it to market in your sector?

- Domestic social needs – see results close to home
 - Education/Youth – universal appeal
 - Environmental/Animal – still lots of opportunity for growth (make issues more tangible)
 - Health – many get lost in the “health cluster”
 - International needs – expected to grow with globalization
-

Marketing-related factors that measure brand (Cone Top 100)

- ❑ a. Volunteer support base
 - ❑ b. An audit of coverage in the top 50 U.S. daily newspapers
 - ❑ c. Consumer perception (familiarity and personal relevance)
 - ❑ d. Donations
 - ❑ e. Entrenched in hundreds or thousands of local communities with extensive consumer touch points (locations, storefronts, events, etc.)
 - ❑ f. They invest in proactive front-and-center marketing of their brands
 - ❑ g. Partner with companies to reach a broader array of constituents
 - ❑ h. Drive significant revenue through fee-for-service and/or cause commerce
-

10 Essentials for Enhancing Brand Power

- Engage fresh constituencies
 - Adopt new currencies
 - Modernize fundraising
 - Deliver crisp communications
 - Establish and adhere to brand guidelines
 - Build brand stewards (actions of volunteers, staff and board members)
 - Develop quick reflexes
 - Build corporate partnerships
 - Create a dialogue with Brand Ambassadors (listen to and participate in conversations)
 - Issue a rallying cry (inspire action)
-

KEY #5: WAYS TO COMMUNICATE YOUR BRAND INTERNALLY

“Behind strong nonprofit brands are strong leaders to ensure consistent brand communication penetrates every aspect of the organization.”

-- Roxanne Spillett, President, Boys & Girls Clubs of America

a. Volunteer support base:

Build brand stewards
(actions of volunteers, staff
and board members) and
Establish and adhere to
brand guidelines.

Internal Vehicles to Communicate Brand

- Internal training to increase understanding
 - Internal training on how to use branding tools
 - Internal transparency
 - Create a brands standards website
-

Edgartown MA: **A&P Fun**
in the Sun Store

... *DO THE*
EMPLOYEES BUY
THIS ACT?

Challenge Question (Poll)

Do you currently have any kind of brand standards?

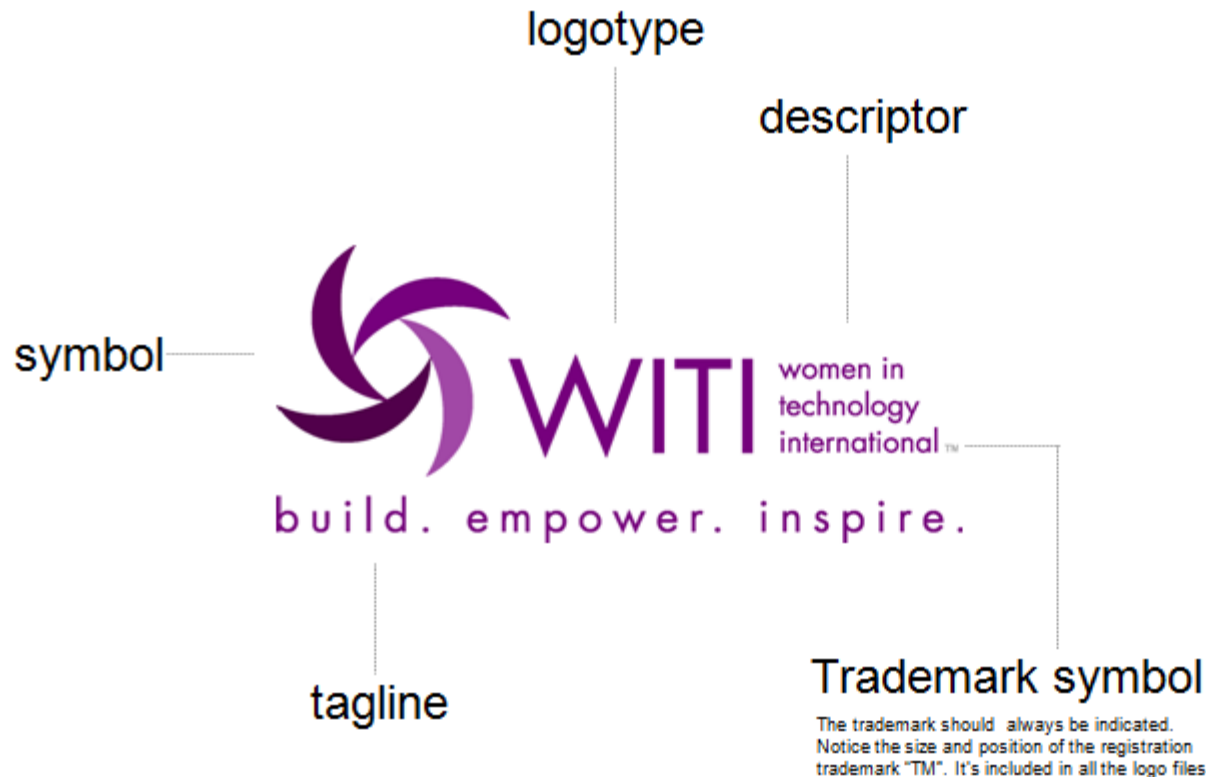


Case Study: Wharton School Five Key Components of a Brand Stds Website

Creating a Brand Standards website that provides everything needed to disseminate a consistent brand message and visual identity:

1. Definition of brand values outlining your messaging and how you are differentiated from other like organizations.
2. Design standards guide outlining how to most effectively use graphical elements, including logos, colors, fonts, and photography.
3. Writing guide – outlining how to produce clear, consistent, concise communications aligned with the brand.
4. Templates and resources – outlining specific formats for stationary, cards, website design, correspondence, Power Point presentations, press releases, event materials, print collateral, merchandise, advertising, and online videos.
5. Process – outlining specific approval and review processes for different affiliations, such as staff, partners, external groups, etc..

Branding Style Guide: font, style, color, language, placement, positioning, etc.



Our logo is our handshake to the world, the first impression conveyed by WITI.

It is also our symbolic representation of the WITI brand, services, people—our entire personality wrapped up in an elegant graphic package. Because our logo is uniquely us, it also differentiates WITI from our competitors.

The following guidelines will help you build our corporate identity with the production of every new brochure, web page, coffee mug, print ad, or TV campaign. So take our new symbol and use it well as a banner of optimism for the millions of real people who benefit from WITI.

Social Media Brand Guide

The goal of a social media style guide is to establish:

- * What the brand represents in the social web
 - * Its characteristics
 - * Brand personality traits
 - * The voice of the brand
 - * Attributes and voice necessary at the representative level
 - * Procedures and guidelines for representation, accountability and workflow
 - * Metrics for quantifying activity and the intended results
-

Reflecting your brand

Eight steps to reflecting on your brand and laying the foundation for a new, more socially inspired and relevant corporate culture and value system.

1. Core values

Specify what we stand for and weave it into all we do. (i.e. What is your story?)

2. Brand pillars

The central themes that conveys our uniqueness and value.

3. Promise

What is our mission and how does it introduce value to those who align with our purpose?

4. Aspirations

No brand is an island, nor is it inanimate. As such, the attributes we define today must continually evolve. Our aspirations are representative of the stature and mission we seek today and over time. This is how we compete for the future.

5. Brand characteristics

Defining the brand characteristics will help us establish the traits we wish to associate with the brand represented through our actions, words and overall behavior.

6. Opportunities

As we complete this exercise, the identification of the attributes that are not embodied allows us to find a path to greater relevance. It's a combination of who we are and what we offer today and also the opportunities that emerge that allow us to connect to those seeking solutions we had yet to identify.

7. Culture

The brand team must examine the culture of the company, not only what it is today, but ultimately how it should embody our aspirations so that it is readily identifiable in social media. People need something they can align with, and it is our culture that serves as the magnet to our purpose and aspirations. We are all in this together.

8. Personality

It is crucial that we contemplate, review and designate the elements that we wish the brand to illustrate and represent. This final step is to identify and bring to life the personality and character of the brand through conversations, social objects and stories. If the brand was a person, how would it appear? How would it sound? How would it interact with others? How would others describe it?

KEY #6: WAYS TO COMMUNICATE YOUR BRAND EXTERNALLY

c. Consumer perception
(familiarity and personal
relevance): Deliver crisp
communications

20 Second Test

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compensation payors encompasses savings,
responsiveness, accuracy and quick turnaround.

We offer:

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Catastrophic Care/DME**

**Learn more about our 99%
client retention rate!**

Testimonials

"The very first, initial impression of any company, is seen in their management staff. Management sets the values and standards upon which their company is founded, and the services provided."

- Barbara Schroder,

Spotlight News & Events

[Definiti wins major state contract >](#)

[Business Week features Definiti as "fastest growing
medical review company">](#)

[Definiti hiring - click here if interested >](#)

Who We Serve

**Self Insured and Self Administered
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Third Party Administrators
Insurance Carriers
Municipalities
Joint Powers of Authority
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[For information about our](#)

They don't care about your mission!

They care
about ...
your cause

CrisisLink
When crisis calls, we answer.

CrisisLink 703-527-4077
Answers 1-800-273-TALK
1-800-SUICIDE

Suicides outnumber homicides 3 to 2

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Our Mission
CrisisLink brings immediate help, hope, and healing to empower individuals facing serious life challenges, suicidal thoughts, emotional or situational problems.

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Read i3.ytimg.com

Crisp, concise communications



Hook Statement, particularly websites

BREAST
CANCER
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Challenging assumptions.
Inspiring change.

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BCA's Plan

About Us

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BCA News


BCA Launches Think Before You Pink



BCA has launched the 7th annual "Think Before You Pink" campaign. This year's campaign asks Yoplait to put a lid on rBGH. **Take action by asking Yoplait to go rBGH-free.**

Visit **Think Before You Pink** to learn more.


BCA Podcast



BCA's Executive Director Barbara Brenner talks about BCA's strategic priorities and the important things that still need to happen in breast cancer.

Listen here.

Breast Cancer Action Seeks Deputy Director



Breast Cancer Action is seeking a Deputy Director to help lead the organization through a

Calendar

Benefit for BCA

September 25
San Francisco

[Event Details]

Books Inc.

October 1
San Francisco

[Event Details]

Business Ethics Network

Oct 13-16
Oakland, CA

[Event Details]

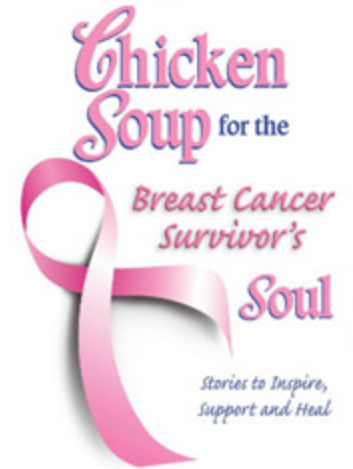
Bioneers 2008 Conference

Plaster It!

This simple logo ...



Became this



Jack Canfield, Mark Victor Hansen
and Mary Olsen Kelly



<http://thinkbeforeyoupink.org/Pages/PrettyInPink.html>
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<http://www.flickr.com/photos/diongillard/312815308/>

d.Donations: Develop quick
reflexesnational disasters to
economic realities

Propelled by Internet, Barack Obama Wins Presidency

By Sarah Lai Stirland  November 04, 2008 | 12:25:24 AM Categories: [Election '08](#)



"I was never the likeliest candidate for this office," Obama said in an acceptance speech in Chicago Tuesday night. "We didn't start with much money or many endorsements. Our campaign ... was built by working men and women who dug into what little savings they had to give five dollars and ten dollars and twenty dollars to this cause."

"He's run a campaign where he's used very modern tools, spoke to a new coalition, talked about new issues, and along the way, he's reinvented the way campaigns are run," says Simon Rosenberg, president and founder of the nonprofit think-tank NDN, and a veteran of Bill Clinton's first presidential campaign. "Compared to our 1992 campaign, this is like a multi-national corporation versus a non-profit."

Raise More Dollars

**The Red Cross raised >\$5 million
for relief work in Haiti**

...solely through text messages and made viral on
networking sites like Twitter and Facebook

300,000 people giving \$10!

<http://www.cnn.com/2010/TECH/01/14/online.donations.haiti/index.html?hpt=T2>

b. An audit of coverage in the top 50 U.S. daily newspapers and

e. Become entrenched in local communities with extensive touch points (locations, storefronts, events, etc.) - and work on getting local press: Engage new constituencies.

Grassroots Public Relations

Get your branded message out!

- Article Placement
- Media Relations



Build a media list and contact writers on relevant topics

THE WALL STREET JOURNAL. Digital Network WSJ.com MarketWatch BARRON'S All Things Digital. FINS SmartMoney More

Thursday, May 7, 2009 As of 2:32 PM EDT

THE WALL STREET JOURNAL. POLITICS

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MAY 7, 2009, 2:32 P.M. ET

Budget Widens Teen-Pregnancy-Prevention Efforts

Article Comments (11)

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By LAURA MECKLER

WASHINGTON -- President Barack Obama's 2010 budget eliminates most federal funding for abstinence-only sex-education programs and replaces it with a pair of new teen-pregnancy-prevention programs that could include discussions of birth control.

But like other proposed cuts in the budget, it isn't clear whether Congress will go along. Liberals

We're doing our best to stimulate the recovery. \$291B in mortgage lending is a start. Learn more

Events are touch points and can get media coverage



Golden Heart Ranch

Living life fully ...a community for special needs young adults

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Golden Heart Race Menu:

- Introduction
- Entry
- Sponsor a team
- How to win
- Corporate sponsorship
- FAQ
- Results

Join us on September 13, 2009 for The Golden Heart Race!

The Golden Heart Race is a community based fundraiser, benefiting The Golden Heart Ranch. The ranch is a vision of parents in the South Bay dedicated to building a community and home for young adults with special needs to live out their lives. Join us for a fun urban adventure similar to the TV show "The Amazing Race." It's not a race! It's not a walkathon! It's an adventure!

Why We Need Your Support

Imagine you are a twenty-two year old with your whole life ahead of you: Independence, college experiences and exciting new horizons all within reach.

Now imagine you are a twenty-two year old with special needs. Your future holds long waiting lists to enter dismal adult homes and a few "made for" jobs that leave you unfulfilled and bored. One special needs 18 year old recently said it best, "I don't want to turn 22, there's nowhere for me to go."

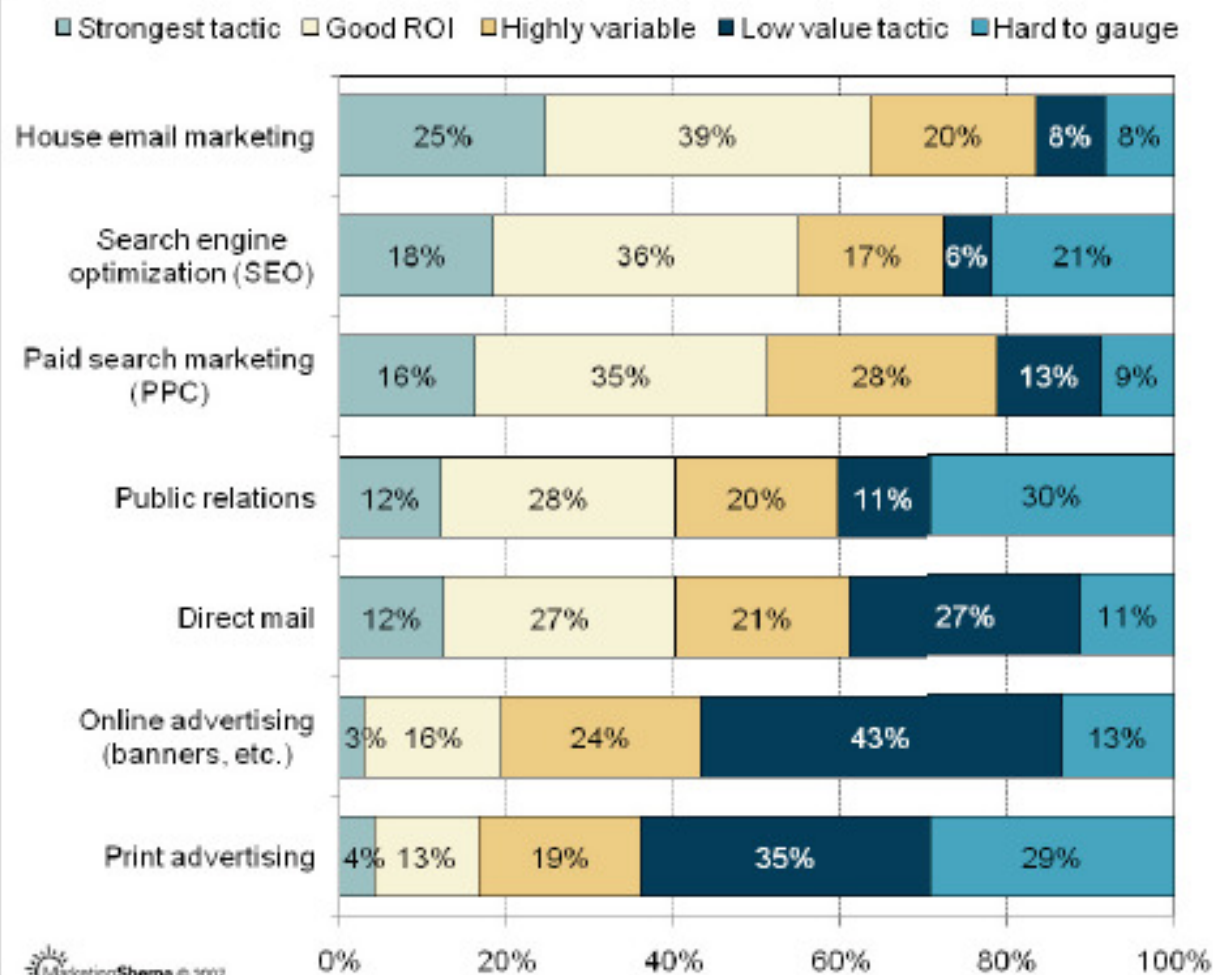
Golden Heart Ranch is your reason to participate in this wonderful fundraising adventure. The Golden Heart Ranch will provide housing, interesting and ever changing jobs, sports, social activities and community - all in an environment that is emotionally and physically safe.

Thanks to our Race Sponsors



f. Invest in proactive front-and-center marketing of their brands: Engage new constituencies and Inspire action.

Tactics Compared: ROI



Research Drawn From:



Affordable: Email Marketing

- Email delivers \$57 for every \$1 spent. (Source: The DMA, 2008)
- Spam now accounts for 90-95% of all email sent. (Source: Forrester Research, "Secret to Email Delivery" 2008)

*Run It Like a
Business*

Email Marketing

The Highest
ROI

Subject: Shop The Leukemia & Lymphoma Society e-Store
From: The Leukemia & Lymphoma Society <Newsletter@reply.lls.org>
Reply-To: The Leukemia & Lymphoma Society <reply-fe5a15727c6201747616-1844714_HTML-1417782223-10767-0@reply.lls.org>
Date: 12:00 PM
To: katharine@madmarketeer.com



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*What a perfect way to shop
for your holiday needs!*

Visit LLS's [e-Store](#) and purchase a Red Hope Candle today - just one of the many beautiful items we've added for the holiday season.

The [e-Store](#) features a huge selection of items and apparel that can be customized with one of LLS's logos. Whether you wear your new apparel or give it as a gift, you will be helping support our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

[Shop early](#) for the holidays - 20 percent of all sales will help LLS cure blood cancers.

On behalf of patients and their families who are battling leukemia, lymphoma and myeloma, we thank you very much for your help.

FORWARD TO A FRIEND

The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. LLS's mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. See how your donations are [invested wisely](#).



Spreading Your Marketing Word = Visibility + Findability

“Search is the second most common activity on the Internet after e-mail; 99.5% of Web users are searching. People are searching for things and will find your competitor. If I'm searching for pizza and your pizza parlor isn't there, I'll order from the other guy. Would you have a business without a sign out front? An unlisted number? A secret address?”

(“How to Get Found Online” by Naomi Grossman, 2/13/09, Forbes.com,
http://www.forbes.com/2009/02/13/search-engine-optimization-entrepreneurs-sales_0213_search.html?partner=alerts)

Search Engine Optimization/ Search Engine Marketing

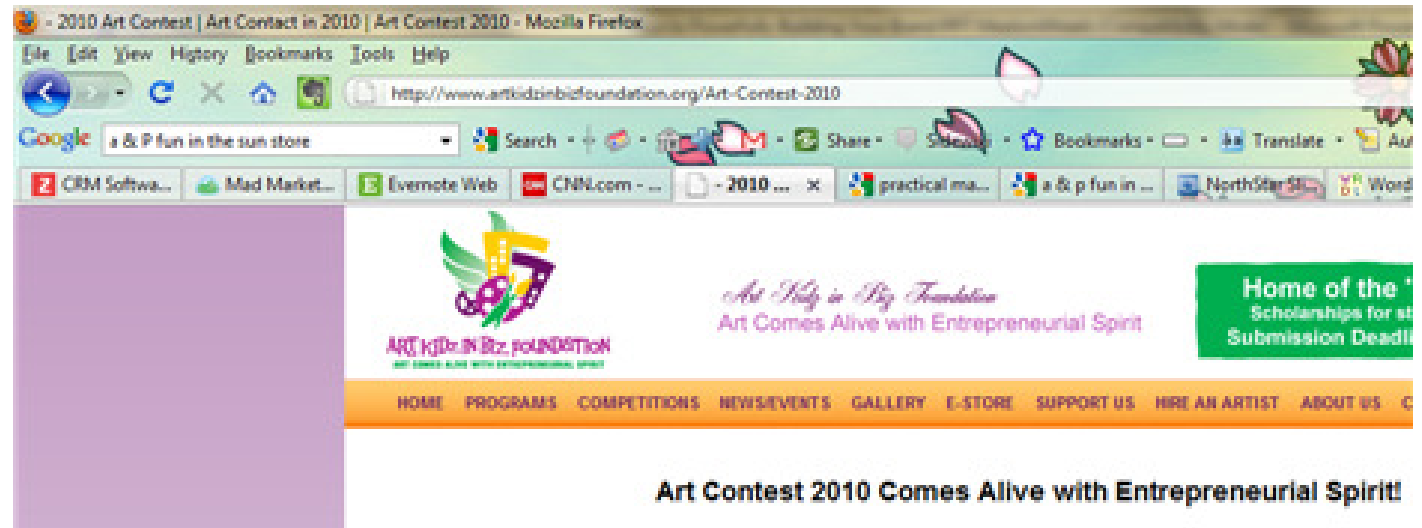
If people can find you, you
MUST be a brand!

- SEO (Internal actions)
 - SEM (External actions)
-

Search Engine Optimization (SEO)

Internal actions to improve results:

- Meta Keywords
- Meta Descriptions
- Keyword Density
- URLs - <http://www.artkidzinbizfoundation.org/Art-Contest-2010>
- Title Tags
- Header Tags
- Alt Tags
- Intra Site Links
- Sitemap
- Footer Links



Search Engine Marketing (SEM)

External actions to improve results:

- Spin articles
 - Issue press release
 - Reviews (Yelp)
 - Partner links
 - Directory submissions
 - Google map
 - Google local listing
 - PPC or Facebook ad campaign
 - Embed videos
 - Social media
 - Yahoo answers
-

Challenge Question (Poll)

Have you implemented SEO?

Yes No

Have you implemented SEM?

Yes No

Google likes mapping

Google

Web Maps Video

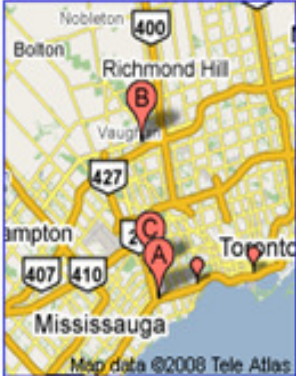
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Local business results for pack ship near Toronto, ON, Canada

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A Navis Pack & Ship - www.gonavis.com
24 The East Mall, Unit #11, Toronto - (416) 201-4441
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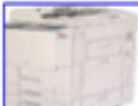
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A video by localvideos - Navis Pack & Ship specializes in custom packaging and shipping for difficult to ship items. Navis can pick up ...

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specially negotiat
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Shipping Pack
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Gifts for Everyone.
BizRate.com

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charity run

About 24,200,000 results (0.19 seconds)

Advanced search

Everything
Images
Videos
News
More

Any time
Latest
Past 2 days
All results
Sites with images
More search tools

Participate in a Charity Fun Run ☆
How to make a difference by volunteering or participating in a **charity run**, fun run, or charity walk. Information on 1K, 5K, 10K, and 15K races. ...
[charityguide.org/volunteerfeehours/fun-runs.htm](#) - [Cached](#)

How to Organize a Walk or Run for Charity - [wikiHow](#) ☆
Jul 28, 2010 ... wikiHow article about How to Organize a Walk or Run for Charity ... Also local council to block off roads/paths etc to run/walk along ...
[www.wikihow.com/Organize-a-Walk-or-Run-for-Charity](#) - [Cached](#) - [Similar](#)

How to Organize a Charity Walk or Run | [eHow.com](#) ☆
How to Organize a Charity Walk or Run. A charity walk or run raises money for a good cause by capitalizing on people's desire to help as well as get in ...
[www.ehow.com](#) > ... > Donating to Charity - [Cached](#) - [Similar](#)

Kelsey Charity Run - 15th Annual Run ☆
The "Kelsey Charity Run" is an AMA (American Motorcycle Association) sanctioned charity bike run. It takes place every year on Father's Day, Rain or shine. ...
[www.kelseyrun.com/](#) - [Cached](#) - [Similar](#)

Images for charity run · Report images



How to run for charity - by Wilhelm Schnotz - [Helium](#) ☆
Running for charity is a great way to get involved with your community and do something for a great cause. There are two major things that you need. ...
[www.helium.com/.../491172-how-to-run-for-charity](#) - [Cached](#) - [Similar](#)

PhillyBurbs.com: Charity run generates money for clean water ☆
Oct 8, 2010 ... The first 5K Run for Clean Water raised almost \$7000, enough money to assist a community in need for up to 30 years.
[www.phillyburbs.com/.../charity-run-generates-money-for-clean-water.html](#) - [Cached](#)

LTC - Havelock Charity Run ☆
You are invited to participate in the 32nd Annual Havelock Charity Run consisting of 10K and 3K races. One of Lincoln's favorite races, the Havelock Charity ...
[www.lincolnrn.org/havelock/havelock.htm](#) - [Cached](#)

Gazette Chicago » Chicagoland Car-Free Day, Charity Run, Roundups ☆
Sep 3, 2010 ... Start time is 10 a.m. Registrants may sign up to run or walk to support the Chicago Sun-Times Charity Trust. Have Dreams, ForeverSibs. ...
[www.gazettechicago.com/.../chicagoland-car-free-day-charity-run-roundups/](#) - [Cached](#)

Charity run by ex-Bell mayor didn't disclose government contracts... ☆
Aug 21, 2010 ... As the city of Bell and surrounding municipalities poured millions of dollars into contracts with a charity run by the former mayor of Bell. ...
[latimesblogs.latimes.com/.../charity-run-by-exbell-mayor-didnt-disclose-government-contracts.html](#) - [Cached](#)

All-Star Game Charity 5K & Fun Run | MLB.com Events ☆
By running or walking in the 2010 All-Star Game Charity 5K & Fun Run Presented by Sports Authority and Nike you'll be joining Major League Baseball in the ...
[mlb.mlb.com/mlb/events/all_star2010/asg_funrun.jsp](#) - [Cached](#)

News for charity run

Red Dress Run Benefits American Heart Association ☆ · 1 hour ago
There's music and dancing, but it's not your typically **charity run**, especially when you see the outfits. From sequins to stilettos, people turned out in red ...
[KOLO](#) · 3 related articles

Thousands enjoy sun at charity run ☆ · Cambridge News
Huge Turnout For AGC Charity Run in KB ☆ · Bru Direct · 3 related articles

Searches related to **charity run**

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Treatment Breast Cancer
www.Neulasta.com Be proactive. Protect yourself from the start of chemo.

Breast Cancer Information
www.Femara.com Online Resource for Women with **Breast Cancer**. Review Treatments.

American Cancer Society
www.cancer.org/helpnow Get the latest information on **breast cancer** treatments

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Breast Cancer
Find Causes, Symptoms, Treatments
Breast Cancer Facts at Health.com!
Health.com/Breast-Cancer

Breast Cancer Foundation
We Are Helping Save Lives Today.
Join a Fight Against **Breast Cancer**.
www.NationalBreastCancer.org

Early Breast Cancer Sign
Exceptional **breast cancer** treatment
after early **breast cancer** detection
www.MammoSite.com

Breast Cancer Cures
City of Hope is a Leader in new
Treatments & Cures for all Cancers
cityofhope.org
Los Angeles, CA

Breast Cancer Symptoms
A.I.C.R. explains the signs and
symptoms, and what you can do
www.aicr.org.uk

Refine results for **breast cancer**:

[Treatment](#) [Tests/diagnosis](#) [For patients](#) [For health professionals](#) [Alt](#)
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BreastCancer.org - Breast Cancer Treatment Information
Breast Cancer Information from a Nonprofit Organization.
www.breastcancer.org/ - 17k - [Cached](#) - [Similar pages](#)

Breast cancer - Wikipedia, the free encyclopedia
Breast cancer is a **cancer** that starts in the cells of the **breast** in women and men. [1]
Worldwide, **breast cancer** is the second most common type of **cancer** ...
en.wikipedia.org/wiki/Breast_cancer - 212k - [Cached](#) - [Similar pages](#)

Breast Cancer Home Page - National Cancer Institute
Information about **breast cancer** treatment, prevention, genetics, causes, screening, clinical
trials, research and statistics from the National **Cancer** ...
www.cancer.gov/cancertopics/types/breast - 41k - [Cached](#) - [Similar pages](#)

Natural Search Results

Paid Search Results

Paid Search or Pay-Per-Click (PPC)

- Create an ad, then pay **ONLY** when someone clicks through on the ad
 - Relatively inexpensive
 - Practice ground for learning most effective keywords
 - Drives traffic to your site of people actively seeking information
-

Sponsored Links: Drive traffic

Sponsored Links


Breast Cancer Information

Go to MammoSite ® to find helpful

Breast Cancer Treatment Information


www.MammoSite.com

Goal: Finding Your Information

[Find a Physician](#)[Request Information](#)

Search


[go](#)



Get back to your normal life sooner.

- *I want information about early-stage breast cancer.*
- *I want to know my options.*
- *I want to learn about MammoSite 5-Day Treatment.*
- *I want to find a doctor who offers MammoSite.*



[About Breast Cancer](#)[Know Your Treatment Options](#)[What is MammoSite 5-Day Targeted Radiation Therapy?](#)[Is MammoSite Right for Me?](#)[Patient Stories](#)[Resources](#)



"My life is really busy. To say you're too busy for your cancer treatments is crazy, but still, I didn't want all that time spent in radiation therapy."

Patrice Horstman, Flagstaff, AZ

[Read Patrice's Story](#)

[Click here to download the patient brochure.](#)

Connect with breast cancer survivors through stories,

Sponsored Link: Drive fundraising

Sponsored Links

[Adopt a Whale](#)

Help **save** these majestic creatures

You can make a difference

www.WildlifeAdoption.org

Goal: Fundraising



www.WildlifeAdoption.org

Wildlife Adoption Center



Adoptions

[Home](#)

View Catalog

-  **By Animal**
-  **By Price**
 - \$25 and Under
 - \$50-\$75
 - \$100+
-  **Gift Options**

MOST POPULAR

 Gray Wolf	 Penguin	 Polar Bear
 Snow Leopard	 Sea Turtle	 Sea Otter
 Red Wolf	 Dolphin	 Tiger

Adopt-a-Beluga Whale

[Shopping Cart](#)[Checkout](#)

 **Free First Class Shipping with all adoptions***

WHALE



Adopt Now - \$25

With your \$25 adoption:

- 8" Long Whale Plush
- Personalized Certificate of Adoption
- 5x7 Beluga Whale Photo
- Beluga Whale Fact Sheet

BELUGA WHALE FAMILY



Adopt Now - \$50

With your \$50 adoption:

- 13" Long, Super-Cuddly Beluga Whale Plush
- Personalized Certificate of Adoption
- 5x7 Beluga Whale Photo
- Beluga Whale Fact Sheet
- Kids Wildlife Activity Book (optional)

BELUGA WHALE POD

With your \$75 adoption:

- 13" Long, Super-Cuddly Beluga Whale Plush

This Holiday Season, give that special someone a whale of a gift.

For that special wildlife lover in your life -- **Adopt a Beluga Whale Family!** It's the perfect gift for you or anyone who cares about saving these majestic marine mammals.

Land dwellers like you can help save these creatures of the deep by **Adopting a Beluga Whale Family** today. You'll receive a big 13", super-cuddly plush beluga whale toy, a personalized Certificate of Adoption, a gorgeous 5"x7" photograph of a beluga whale in its natural habitat and a fact sheet chock-full of great information about these incredible animals. What's more, your Wildlife Adoption will help support Defenders of Wildlife's work to save one of the world's most imperiled marine mammals.

**Zone #3 -
FINDABILITY**

Google Grants – (Poll)

- Gives a monthly budget in the search engine's advertising platform, Google AdWords.
 - Increases awareness and spreads message at no cost.
 - All recipients receive at least 3 months of free ads.
 - Must be a 501(c)(3) (except religious or political).
-

Digital Platforms, Broadcast and Print ... GET HELP!

- Digital Platforms (Ad placement on Yahoo, Facebook, You Tube, online magazines/programs, such as Sports Illustrated, CNN, etc.)
 - Broadcast (TV, radio, cable, etc.)
 - Print
-

g. Partner with companies to reach a broader array of constituents: Build corporate partnerships.

Partnerships

- Identify corporations with similar values that have resources
 - ❑ Support the local community
 - ❑ Their product relates to your cause
 - Draft tailored, measurable strategies:
 - ❑ Event sponsorship
 - ❑ Employee giving programs
 - ❑ Volunteer support
 - ❑ Their brand reach
 - ❑ Shared thought leadership
-

Partnerships Build Brand

“Partnerships are a key component of our brand. Boys & Girls Clubs of America has consistently been a leader in cause marketing, **partnering with some of the most respected corporate brands**. We continue to build effective relationships with **leaders from federal, state and local government**. We are also fortunate to partner with many **well-known and respected figures** in America who serve as advocates for our cause, including Denzel Washington, General Colin Powell and many others.”

-- Roxanne Spillett, President, Boys & Girls Clubs of America

h. Drive significant revenue through fee-for-service and/or cause commerce:

Adopt new currentcies (merchandise, fee-fore-service, licensing, etc.)

PageRank is Google's view of the importance of this page (9/10)

About 6,670 results

[English](#) | [Español](#) | [Français](#) | [عربي](#) | [中文](#)

unite for
children

unicef 

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WORLD'S CHILDREN](#)

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UNICEF RADIO](#)

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NEW PARTNERSHIPS
FOR CHILDREN

New partnerships for
children

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UNICEF Employment

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us on 

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more ...


Resources

• Development
professionals



Congolese refugee wins Children's Peace Prize

Award for youth radio programming in
Tanzania.

 AUDIO: Baruani Ndume [listen](#)

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From the Press Centre

UNICEF gears up relief efforts to tsunami-
struck Solomon Islands

Statement by the Secretary-General on Ann
M. Veneman, Executive Director of UNICEF

From military to civilian life – first group of
minors discharged from Maoist army in
Nepal

UNICEF's five-year tsunami report
highlights goals reached in relief and
recovery efforts

UNICEF Sudan calls on young people to
become ambassadors for peace

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National Committees for UNICEF



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Multimedia Features

Tsunami five year update




[View the interactive report](#)

TSUNAMI: FIVE YEAR UPDATE

Overview



Building back better
 VIDEO [high](#) | [low](#)

Support
UNICEF

See cards
& gifts



Buy an

ALL RIGHTS FOR ALL CHILDREN

UNICEF in Central and Eastern Europe and
the Commonwealth of Independent States

For every child
Health, Education, Equality, Protection
ADVANCE HUMANITY

unicef 



UNICEF

+ Follow

Lists



Liberia: UNICEF Radio Digital Diaries - Motorbikes in Monrovia <http://bit.ly/8HAmlq>

about 6 hours ago from twitterfeed

Malawi: Rapid short message service speeds health data collection and feedback <http://bit.ly/588klW>

4:27 PM Jan 5th from twitterfeed

Ethiopia: UN Health 4 group ends visit to Ethiopia with proposal for joint Flagship Programme on Maternal and Newbo... <http://bit.ly/8LGoRL>

4:27 PM Jan 5th from twitterfeed

Zambia: Child Health Week presents a unique opportunity to

Name UNICEF

Location United Nations

Web <http://www.unicef...>

Bio Founded in 1946, the United Nations Children's Fund (UNICEF) is the driving force that helps build a world where the rights of every child are realized.

4,215

[following](#)

14,044

[followers](#)

965

[listed](#)

☒ only UNICEF's updates

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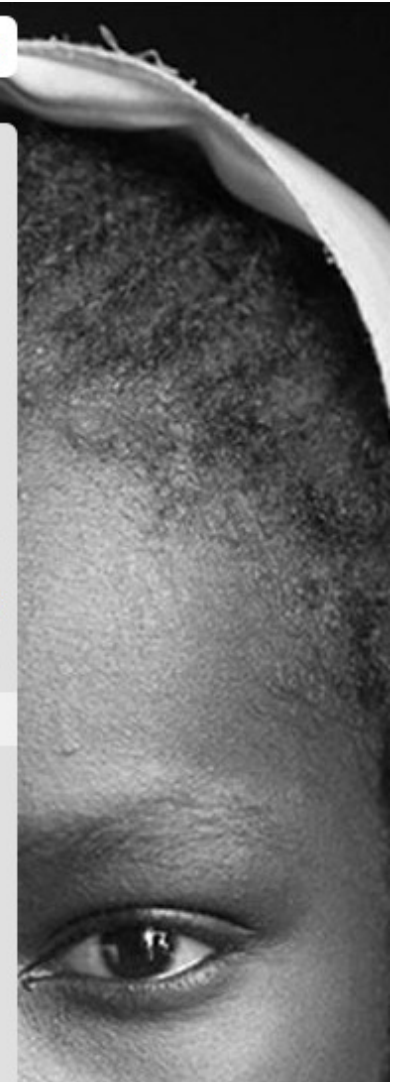
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[block UNICEF](#)
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Following



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Forgot

Email

Password

Sign Up

UNICEF is on Facebook

Sign up for Facebook to connect with UNICEF.



Join us in telling the stories of the world's children.

Information

Location:
3 United Nations Plaza

UNICEF

Wall

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Videos

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Filters



Shohreh Gh I love UNICEF

about an hour ago · Report



Iskandar Zulkarnain unicef.....

about an hour ago · Report



UNICEF



UNICEF: CRC Printed In Braille For Children In Montenegro

www.unicef.org PODGORICA, Montenegro, 06 January 2010 On the occasion of the 20th anniversary of the Convention on the Rights of the Child (CRC), UNICEF Regional Director for CEE/CIS Steven Allen, together with the Minister of Education Sreten Skuletic and Minister of L...

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UNICEF: Tsunami: Five Year Update
1,059 views - 2 weeks ago



UNICEF: CRC printed in Braille for children in
64 views - 5 hours ago



UNICEF: oneminutesjr. - Untitled
452 views - 1 day ago



UNICEF: A second chance for street children in
505 views - 2 days ago

If you no longer wish to receive email communications from UNICEF USA, please [click here](#).



CHILD SURVIVAL ALERT!

Whatever it takes to save a child.

DONATE NOW!

Dear Friend,

This past Saturday, Typhoon Ketsana slammed into the Philippines with such ferocity that 450,000 people were displaced and thousands of children were separated from their families.

Within hours, UNICEF had dispatched pre-positioned resources, but the ongoing need far exceeds our current supply.

We desperately need additional funds to provide emergency shelter, clean water and essential medicines to tens of thousands of displaced children.

To help us raise these funds by October 6, an anonymous donor has agreed to match all donations up to \$100,000.

[Will you have your gift doubled right now and help the U.S. Fund for UNICEF rush emergency aid to the children of the Philippines?](#)

We cannot provide the shelter or protection that these children need without your immediate donation.

Over the next critical weeks, your doubled gift will pay for:

- Clean water, sanitation kits and antibiotics to thwart any disease outbreak.
- Emergency medical care.
- Dry blankets and bedding.
- Safe shelter for children whose homes have been destroyed.

We're monitoring the situation hour by hour, and UNICEF is poised to distribute additional supplies as soon as we raise the necessary funds.

On the ground in the Philippines since 1948, UNICEF has decades of experience there and knows the most efficient ways of distributing humanitarian aid. You can be confident that your gift will go directly to those in need.

Every moment matters. **[Please donate today and consider making the largest gift you can.](#)**

Sincerely,

Caryl M. Stern
President and CEO
U.S. Fund for UNICEF

DONATE NOW »

SPREAD THE WORD »

Forward this email to a friend



An anonymous donor is offering to match all gifts up to \$100,000 but the deadline is October 6.

▶ DONATE NOW!

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You are currently subscribed to U.S. Fund for UNICEF as "".
[Update your email preferences or Unsubscribe](#)

If this message was forwarded to you, please join us! [Subscribe](#) to U.S. Fund for UNICEF.



Children die every day from preventable causes—
for want of a simple vaccination, or from lack of
clean water or proper nutrition.

Inspired Gifts save kids' lives!

Give Inspired Gifts... save lives. [Start Shopping ▶](#)

1. Buy a lifesaving gift for children in need.
2. Dedicate the gift to a friend, and create a card to send.
3. We'll send the card to your friend.
4. UNICEF will send your gift to field where kids need it most.



Gift Categories



Education & Play ▶



Immunization ▶



Water ▶



Nutrition ▶





ANNUAL REPORT 2009



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[Press releases](#)[Hot topics](#)[UNICEF's positions](#)

Tools for journalists

[Mission statement](#)[Facts on Children](#)[Media contacts](#)[Leadership bios and photos](#)[Archive](#)[Calendar of Events - 2010](#)[Reporting guidelines](#)[Video news packages](#)[Audio features](#)

Tools for journalists



© UNICEF/HQ03-0044/Noorani

The UNICEF Media Team has created tools we hope are useful for journalists.

These include downloadable photos of UNICEF spokespersons, facts on children, the UNICEF calendar of upcoming events, video and audio resources, and much more.

[Mission statement](#)

UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights.

[Facts on Children](#)

Basic facts and statistics for each UNICEF priority area.

[Media contacts](#)

List of who we are, where we are, and what areas we cover.

[Leadership bios and photos](#)

High resolution official portraits and biographical information about UNICEF executives are available in this section.

[Printer friendly](#)[Donate now](#)

unite for
children



Video/Audio

UNICEF Television
video on demand

UNICEF Radio

UNICEF Podcast

UNICEF Vodcast

> UNICEF social media

International
Children's Day of
Broadcasting (ICDB)

Newsline

Contact us

PSAs

Top 10 Cartoons for

UNICEF social media

Connect with UNICEF online



UNICEF is active in the

UNICEF has been helping the world's children for over 60 years but is still firmly focused on the future – and that means keeping pace with the latest 'social media' trends.

Did you know that UNICEF is on [YouTube](#), [Facebook](#), [MySpace](#), [Twitter](#), [Flickr](#) and [Scribd](#), and would like to see you there, too?

These easy-to-use platforms allow people and organizations to connect online. In UNICEF's case, this

SEARCH

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Identify Consistent Elements

- For example:
 - Color
 - Photos
 - Logo
-

KEY #7: SOCIAL MEDIA AND BUILDING YOUR BRAND

c. Consumer perception
(familiarity and personal
relevance): Modernize
fundraising (digital
fundraising, online
communities) and Create a
dialogue with Brand
Ambassadors (listen to and
participate in conversations)

Submit articles to blogs targeting your audience

The screenshot shows the homepage of mycyc.com, titled "TEEN ADVICE, ISSUES & HELP PAGES". The site has a navigation bar with links: HOME, ABOUT, ASK MARK, PRIVACY POLICY, and MYCYC.COM ON FACEBOOK. A search bar is located on the right. A sidebar on the left shows the date "7 JAN/10". The main content area is titled "Teen Issues, Help & Advice Pages" and contains a welcome message, a description of the site's purpose, and a section for "Current Popular Issues". A large advertisement for "Microfinance Empowers" is featured in the center, with the text "Join us in enabling the poorest of the poor to improve their own lives" and the website "www.GrameenFoundation.org". The right sidebar includes a "Share This On Facebook" button, a "Recent Issues & Advice Articles" list, and a "Recent Readers Comments" section. At the bottom, there is a "Top Rated Posts" section with a star rating for "Avoiding Teenage Pregnancy".

TEEN ADVICE, ISSUES & HELP PAGES

Subscribe via RSS

HOME ABOUT ASK MARK PRIVACY POLICY MYCYC.COM ON FACEBOOK

7
JAN/10

Teen Issues, Help & Advice Pages

Welcome to mycyc.com, we are here to provide teenagers with advice articles and pages and to discuss the issues that teens deal with on an almost daily basis.

We hope to be able to cover as many topics as possible including body and weight issues, relationship advice and advice for pregnant teens. Occasionally we will hold special topic months where for a whole month all articles that are posted will be based around a certain teen issue. (For e.g. November is teen weight issue month)

If we get a great demand for advice (based on emails and comments received) on a certain issue then we will do our best to make that our focus, if there is no current focus then the articles will be posted randomly about a variety of subjects.

Current Popular Issues

Below are the 30 most talked about issues that have been written about in our advice

Microfinance Empowers

Join us in enabling the poorest of the poor to improve their own lives

www.GrameenFoundation.org

Public Service Ads by Google

Share This On Facebook

f Share 29

Recent Issues & Advice Articles

[Happy 2010](#)

[STDs: Genital Herpes](#)

[STDs: Gonorrhea](#)

Recent Readers Comments

Mark Else on [What To Do If You Are Raped](#)

Daisy on [Avoiding Teenage Pregnancy](#)

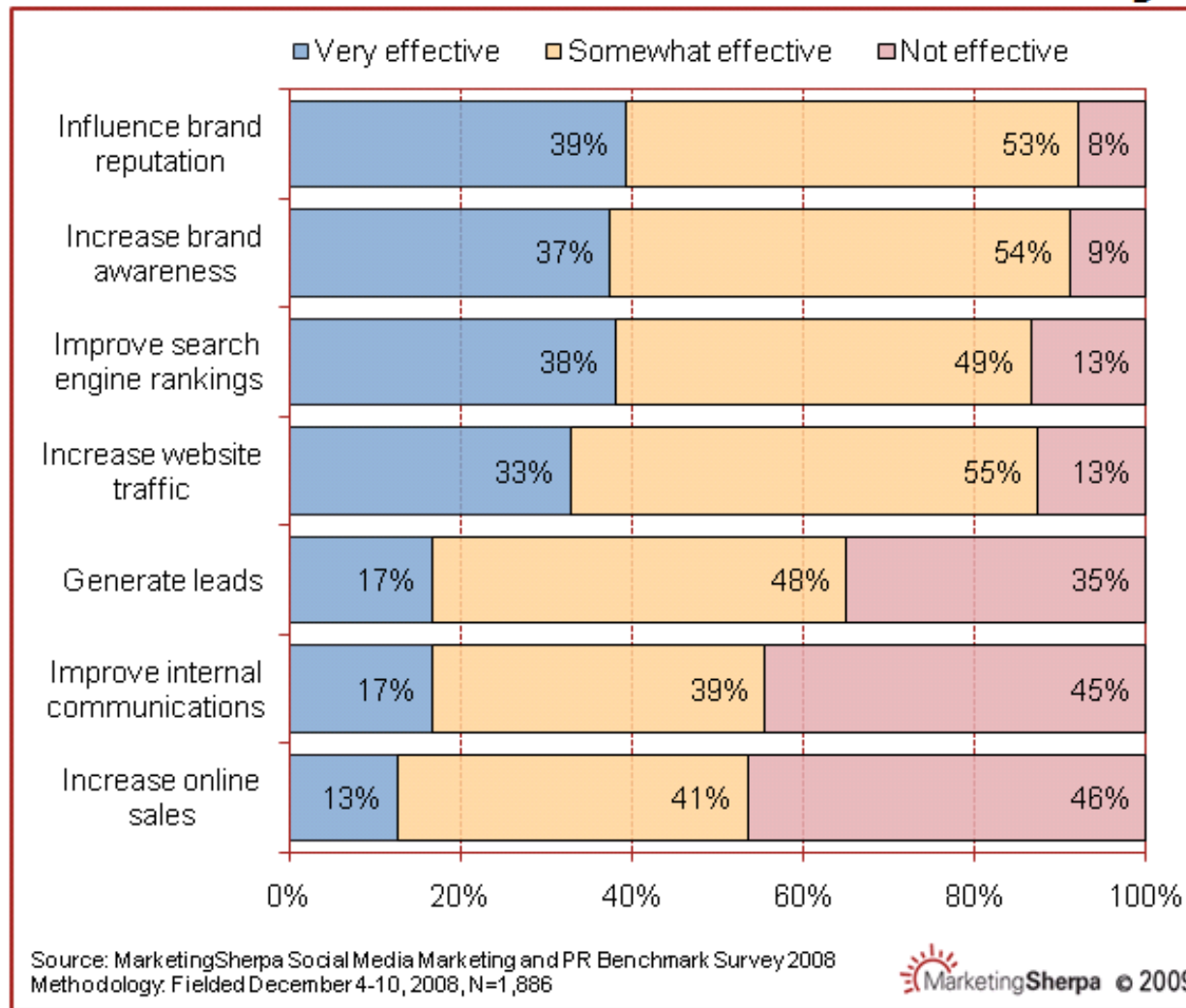
Cassie on [What To Do If You Are Raped](#)

Top Rated Posts

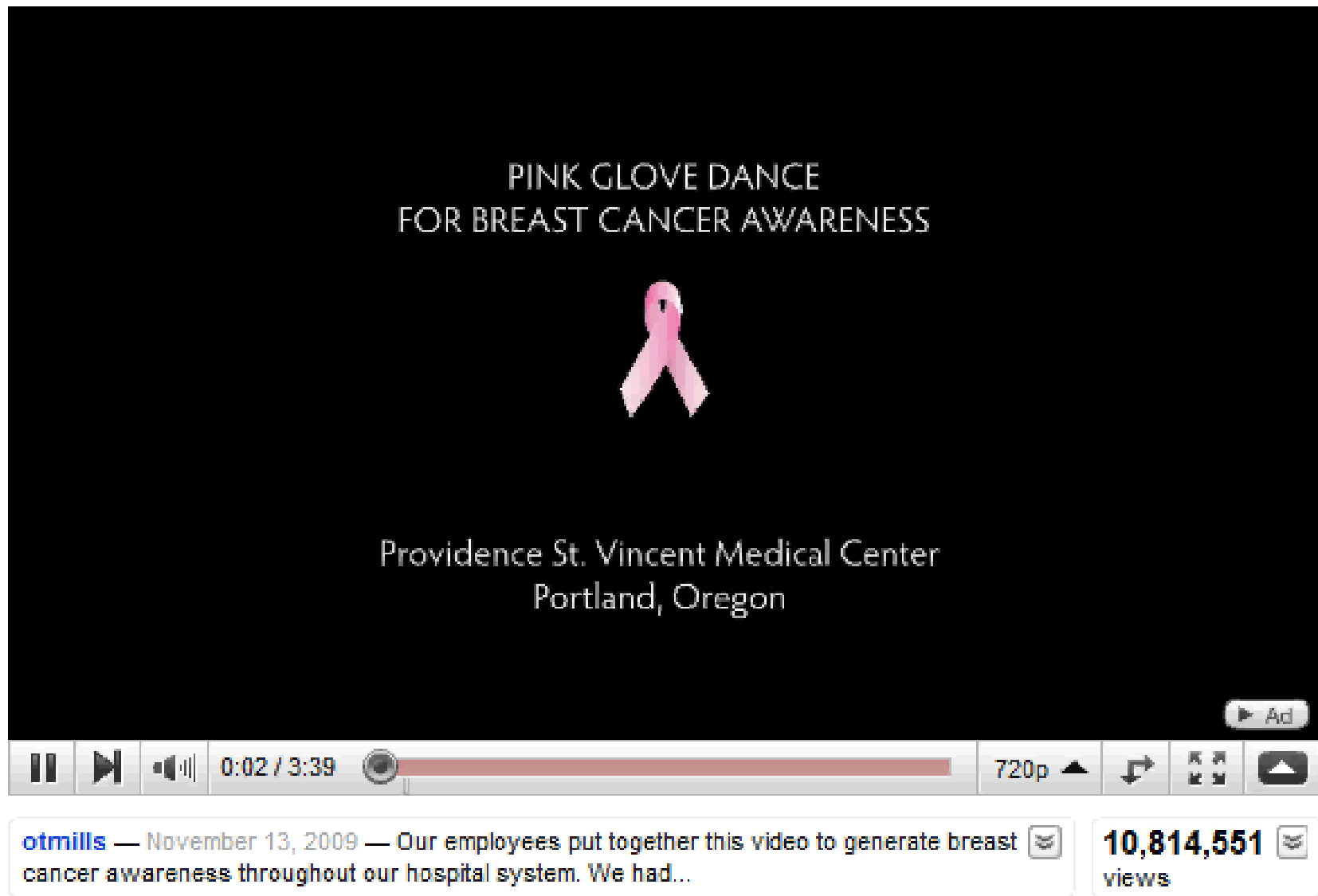
[Avoiding Teenage Pregnancy](#) ★★
★★★★★ (5.00 out of 5)

Role of Social Media in Building Brand

New Chart: Most Effective Use of Social Media In Achieving B2B Branding Goals




Increase brand awareness! 10M+ views



Reach new constituents

THE 21ST ANNUAL
**BAINBRIDGE
IN BLOOM**
JULY 10-12, 2009
www.gardentour.info
[Facebook.com/BainbridgeArts](https://www.facebook.com/BainbridgeArts)
[YouTube.com/BainbridgeArts](https://www.youtube.com/BainbridgeArts)

2009 Bloom poster artwork
by Karen Springer
"Orange Year," oil painting
www.gardentour.info/poster.html



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BainbridgeArts

Follow

Bainbridge in Bloom tickets at Bloom office corner of Winslow Way & #305. And at Clearwater Casino. Ferry shuttle to Casino:

 Bainbridge in Bloom Garden Tour 2009 | July 10-12, 2009

about 11 hours ago from Power Twitter

Love these. The Island, photos by @MichaelNalley. A few new pix – Bainbridge Island's Grand Forest illuminated.

 New work 1

about 12 hours ago from Seismic Desktop

Bainbridge Bloomer Garden Tour goes. Staying the weekend?

Bainbridge Island Arts and Humanities Council presents Bainbridge in Bloom Garden Tour. Media Strategist, PR: Ann W. Lauren W. @brandUNITY

Name Bainbridge Isl Arts
Location Bainbridge Island, WA
Web <http://artshum.org>
Bio Bainbridge Island Arts and Humanities Council presents Bainbridge in Bloom Garden Tour. Media Strategist, PR: Ann W. Lauren W. @brandUNITY

1,081 957
following followers

☒ only BainbridgeArts's updates


Updates 165

Favorites

@BainbridgeArts

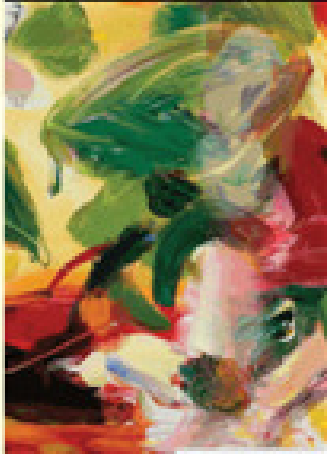
Add to Top Friends

Actions


 reply BainbridgeArts
block BainbridgeArts

Following







Drive transactions or donations

**California Pizza Kitchen**[Become a Fan](#)

[Wall](#)[Info](#)[Order Online](#)[Find a Location](#)[Photos](#)[Boxes](#)[»](#)

**ORDER ONLINE****3 EASY STEPS**

**STEP 1:**
FIND THE PICKUP LOCATION NEAR YOU.
FIND CPK →

CPK IS PROUD TO OFFER CONVENIENT ONLINE TAKE-OUT ORDERING IN MOST LOCATIONS. SELECT THE STATE AND**STEP 2:** SELECT FROM MENU.

Nonprofits: Use Social Media to Humanize & Put a Face on the Org



Hil I'm Tony Hsieh the CEO of Zappos.com.

Have a question? Here's how to get the fastest response:

Customer service:
Help finding a product
cs@zappos.com
1-800-927-7671

Interviews, PR:
Speaking requests
pr@zappos.com

**Marketing, Sponsorships
Donation & Charity Requests:**
solicitation@zappos.com

Merchandising:
Steve Hill, VP Merchandising
shill@zappos.com

power
Twitter

Zappos.com CEO **zappos**

Follow

There are basically two types of businesspeople: Those who see money as the ends and those who see money as the means (via [@ev](#))

about 11 hours ago from web

The biggest (and hardest) lesson I've learned in life is that the external world is just a reflection of the world within.

10:40 PM Jul 25th from btd

Woke up to pipe leaking & pool draining. Now I can try to re-enact the Sprite commercial in my backyard -

Sprite - Commercial
☆☆☆☆☆



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Name Zappos.com CEO -Tony
Location Las Vegas
Web <http://www.zappos.com>
Bio www.zappos.com
blogs.zappos.com
twitter.zappos.com

403,602 following 1,029,395 followers

☐ only zappos's updates

Search

Updates 1,736

Favorites

[@zappos](#)

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Actions

[@reply zappos](#)
[block zappos](#)

Following



Are you ready for increased website traffic?

Build Your Marketing Foundation:

- Tagline
- Hook statement
- Logo
- Content that converts

*Run It Like a
Business*

Challenge Question: Poll (Select one)

Rank your website readiness.

Remember, this is your brand hub!

- Website is professionally designed with interactive features. Our visitors LOVE it!
 - Website is average looking brochure-ware type of site. There's room for improvement.
 - Website needs lots of help!
-

BONUS KEY:

The Mad Marketeer 6Zone Marketing

Map that maps out a strategy

START (Build your foundation) to

FINISH (Monitor your results)

The 6Zone Marketing Map

Mad Marketeer 6Zone Marketing Map™

Zone #1 - MARKETING PLAN		
Zone #2 - MARKETING FOUNDATION		
<ul style="list-style-type: none"> • Communications Strategy (Mission, Values, USP, Target Markets, Tagline, Messaging, Competition) • Look & Feel (Design) • Branding Basics (Logo, Letterhead, Envelope, Business Cards, Templates) • Marketing Collateral (Brochures, Product Sheets, Folder) • Website & Landing Pages; SEO- and Conversion-Optimized Homepage; Navigation/Menu • Content and Editing • Strategic and Tactical Planning 		
Zone #3 - FINDABILITY	Zone #4 - VISIBILITY	Zone #5 - CREDIBILITY
<ul style="list-style-type: none"> • Internet Marketing <ul style="list-style-type: none"> Shopping Engines PPC SEO Linking & Directories Partners 	<ul style="list-style-type: none"> • Advertising • Blogs • Direct/Email Marketing • Events (trade, seminars) • Infomercials • Philanthropic PR • Public/Media Relations • Sales • Screencasts • Social Networks (visible, transparent, open) • Squidoo • Webinars • Word of Mouth (WOM): 	<ul style="list-style-type: none"> • Analysts • Articles/Inserts • Associations • Awards • eBooks • Endorsements • Newsletter • Public speaking • Published content • Ratings • Subject matter expert • Success Stories • Testimonials • Thought leader • White papers
Zone #6 - MEASURE, MEASURE, MEASURE!		

Thank You!

*Sign up to receive **FREE ONE OF THE FOLLOWING SERVICES**
From Our Annual Marketing Service Plan:*

Measure and Monitor Consultation

This consultation and **Quick Guide** helps you set your “baseline” measurements, so you can implement your marketing strategies and, then, measure and monitor the results. These tools are the very key to your long-term marketing success!

Private Website Consultation

Is your website ready for increased web traffic? Do visitors stay on your site when they get there or do they leave within a few seconds? In this private consultation we assess your website and provide strategic recommendations to enable you to get the best results including raising more money.

Contact:

Mad Marketeer, Katharine Coles

310-947-8511

katharine@MadMarketeer.com