

Branding & Technology

Non-Profit Leadership Forum

DEPARTURE

Branding & Technology

Branding | The art of shaping what people think.

Technology | The science of shaping what people do.



**MYTHS
OF THE**



**DIGITAL
AGE**

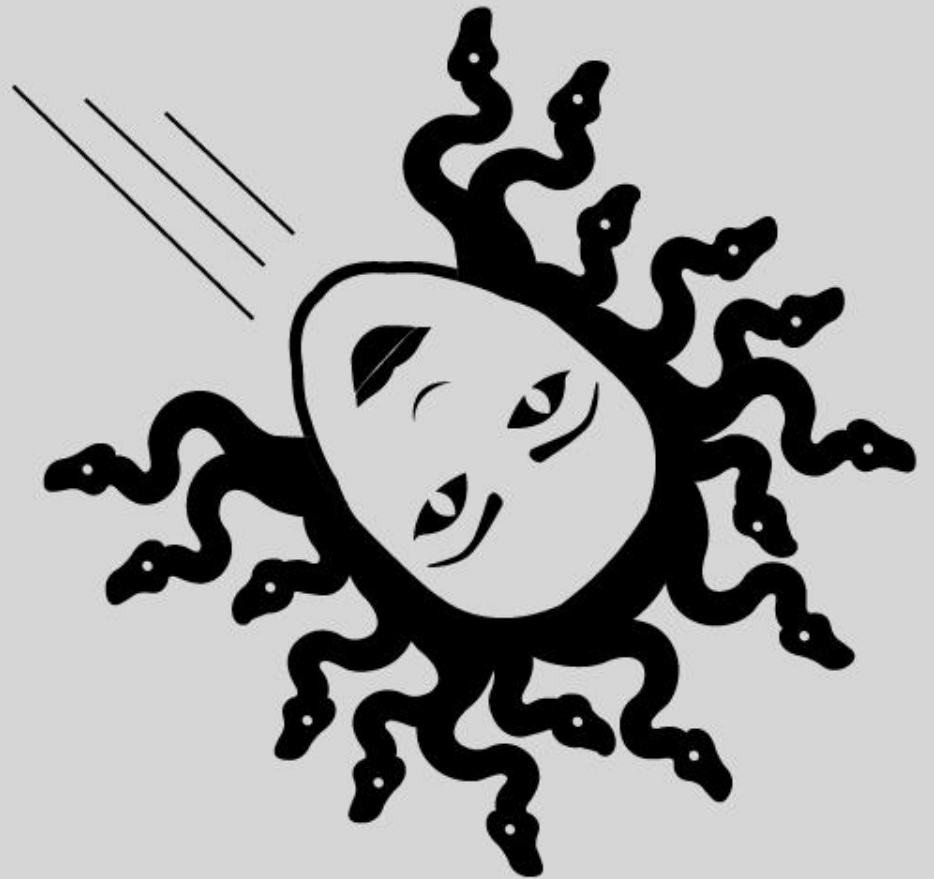
MYTH #1:

WE'RE IN THE DIGITAL AGE.



TRUTH:

WE'RE IN THE INFORMATION AGE.



TRUTH

The Information Age

Digital is a platform that enables the incredibly rapid and inexpensive sharing of huge amounts of data.

Data = Information = Graphics, Text, Pictures, and Video.



TRUTH

Industrial Age vs. Information Age | Key Characteristics

The Industrial Age

- Capital and labor
- Mass production and vertical distribution
- Brand = Rigidly controlled company communications
- The Model : Pay for what we're giving you
- Donations : Made in-person, by phone, by mail

The Information Age

- Capital and data
- Customization and horizontal distribution (ecommerce)
 - iTunes wiped out the traditional music industry virtually overnight through horizontal distribution and allowing "customers to customize"
 - Apple and Google TV : Customization and the coming demise of mass television
- Universal control of Content creation and Communication (first time ever!)
 - The rise of self-media
- Brand = A fluid ecosystem based on common interest and sharing of information
- The Model : Pay only for what you want
- Donations : Made in-person or digitally



Q : Are you in the Industrial or Information Age?



MYTH #2:

BRANDING IS A LOGO, COLORS,
WEBSITE DESIGN, MISSION STATEMENT
OR AD CAMPAIGN.



TRUTH:

BRANDING IS THE CREATION OF
PRIMA FACIE VALUE, ACRUED
TO AN ENTITY.





TRUTH

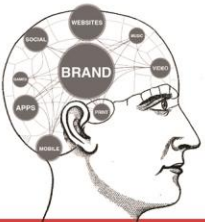
Branding Is The Creation Of *Prima Facie* Value, Accrued To An Entity

Harley Davidson | Rugged Individualism : I ain't no sheep

Apple | Technology for the people : I'm on the edge of all that is cool

Toyota | Be sensible : I'm not about status symbols and silly crap

PBS | Seek the truth : I'm an independent thinker



Q : What value-creating ideal does your mark stand for?



MYTH #3:

THE WAY TO GAIN VISIBILITY AND
DRIVE TRAFFIC IS THRU ADVERTISING
IN BIG MEDIA.



TRUTH:

THE WAY TO GAIN VISIBILITY AND DRIVE
TRAFFIC IS THRU SHARING CONTENT
IN *YOUR MEDIA*.



TRUTH

Gain Visibility & Drive Traffic Thru Sharing Content In *Your* Media

In the Industrial Age, the creation and distribution of content was in the hands of a few media moguls.

In the Information Age, you can create any content you want and distribute it to millions for almost no cost.

In the Industrial Age, you had to “rent” space or time from a media mogul to get your message out.

In the Information Age, you are the media mogul. The media is your website and social pages. And you can “rent” or provide space to your sponsors and donors.



TRUTH

Gain Visibility & Drive Traffic Thru Sharing Content In *Your* Media

In the Industrial Age, you created short-life fundraising campaigns / ads.

In the Information Age, you create longer-shelf marketable assets that can be shared virally.

In the Industrial Age, people donated in-person, by mail or phone.

In the Information Age, mail and phone will be replaced with digital donations.



2013 MID-YEAR UPDATE

THE DIGITAL GIVING INDEX

INSIGHTS AND TRENDS ON \$71 MILLION IN
DONATIONS TO 20,000 CHARITIES
JANUARY-JUNE 2013

DIGITAL GIVING CONTINUES TO GROW

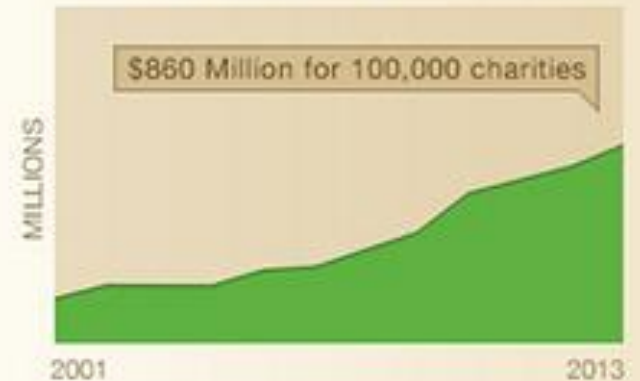
▲ 14%



▲ 1.5%



DONATIONS SINCE INCEPTION 2001



Q : What makes your website, social media, apps and other digital assets interesting enough to gain visibility and drive donations?



A : UX



UX

User Experience

User Experience : Enabling visitors to explore their connection with you through experiences, not learn about you through reading.

User Interface : A site design that enables users to accomplish tasks effortlessly and pleurably, and thus gain trust and confidence in you.

Experiential Content : Videos, photos, graphics, and personal writing.

Sharability : Enabling and encouraging people to share your cause which then drives new people back to you.

A good reason to donate, volunteer or get in touch with you here and now : An incentive.

Requires the same commitment of time, effort, passion, and resources you give other key assets.



Branding Non-Profits In The Information Age



DEPARTURE

What We Believe

There's an "us" in trust.

To achieve engagement and loyalty, a brand must find the "us" -
A bond of mutual belief, support an achievement or cause.



Branding Non-Profits

Principles That Remain True

THE POWER OF A CAUSE

Focuses less on what you do, and more on the ultimate reason you do it.

Imparts a strong sense of purpose and belonging.

Anoints all participants as “doers” and not just “givers”.

Appeals directly to the heart, not just the brain.

The time-honored approach of nonprofits and companies that can reach that level.



Branding In The Digital Age

New Principles

The unprecedented “connective” power of donors today means that the focus has clearly shifted to donor experience and unmediated communication.

For the first time in history, your current and potential donors have as much control over brand message as you do.

The goal of branding was to increase donations / volunteerism via tightly controlled, top-down, mass-media, mass consumed, advertising messages.

The goal of “branding” now is to increase donations / volunteerism via loosely controlled, multi-directional, targeted media, personally consumed and shared, brand and user-generated content.



Branding In The Digital Age

What Does This Mean?

The donor experience, from digital to destination, is now primary over messaging.

Create appropriate expectations and incentivize visitors to share.

Identify important tribes and/or influencers.

Create assets, not ads. Your website is now your privately owned media.

Create content, not copy. Content is experiential and shareable.

Rather than attempting centralized control, you are now guiding a customer dialogue based on a premise: your “us” platform.



A Live Demonstration





How do you help the police fight budget cuts?



SAN DIEGO POLICE FOUNDATION

Re-Branding A Non-Profit

The Challenge

The San Diego Police Foundation raises money for the SDPD. In this age of massive budget cuts, they perform an important fundraising function. Problem was, their fuzzy messaging and lack of an overarching brand concept made for a chaotic website and hampered their efforts.

The Breakthrough

US PLATFORM | Every dime fights crime.

A simple powerful tagline that lays out the equation and invites donation of any size. The campaign built around this line features actual police officers thanking you for taking action.



Previous Logo



New Logo & Tagline



EVERY DIME FIGHTS CRIME.



EVERY DIME FIGHTS CRIME

Why It Works

Emphasizes our essential job : To raise money.

Highlights our universal cause.

Answers the questions : Why donate? What happens with my money?

Gives importance to small donors without alienating large.

Suggests efficiency and purity in your operations : A high percentage of our dime goes to the purpose intended.

Simple, short, catchy, and memorable.



**SAFETYNET WEBSITE
AND E-LEARNING GUIDE**

NEWS

March 2012

[Trailblazing women in law enforcement honored](#)

February 2012

[SDPD officer pulls man from burning wreck](#)

November 2011

[Inside SDPD Trains 55](#)



GRANTS HELP POLICE!



PROTECTING KIDS WITH SAFETYNET



INSIDE SDPD - EXPERIENCE OFFICER TRAINING FIRST-HAND



JOIN US AT OUR ANNUAL FRIENDS OF THE BADGE LUNCHEON!



HOME

DONATE | PROGRAMS | EVENTS | GALLERY | ABOUT US

EVERY DONATION COUNTS.
BECAUSE EVERY LIFE COUNTS.

-Officer Michael Tansey

DONATE NOW ▶



[HOME](#)

[DONATE](#)

[PROGRAMS](#)

[EVENTS](#)

[GALLERY](#)

[ABOUT US](#)

MY BADGE MAKES ME A CRIMEFIGHTER.
YOUR DONATION MAKES YOU ONE.

-Officer Brenda Richmond

[DONATE NOW ▶](#)



HOME | DONATE | PROGRAMS | EVENTS | **GALLERY** | ABOUT US

THE GREATEST WEAPON WE HAVE
IS A COMMUNITY THAT CARES.

-Officer Joe Jones

[DONATE NOW ▶](#)

I WEAR THE BADGE. BUT THOUSANDS
LIKE YOU STAND BEHIND IT.

-Officer Jerry Hara

DONATE NOW ▶



HOME | DONATE | PROGRAMS | **EVENTS** | GALLERY | ABOUT US

ONE THING CRIMINALS WILL NEVER HAVE
IS A COMMUNITY THAT SUPPORTS THEM.

-Officer Jonathan Wiese



DONATE NOW ▶



TIMES ARE TOUGH FOR EVERYONE EXCEPT
THE CRIMINALS. THANKS FOR YOUR SUPPORT.

-Officer Kelly Besker

[DONATE NOW](#) ▶

EVERY DIME FIGHTS CRIME.

How safe is your family in the still of the night? How safe are your kids at the neighborhood playground? How safe is your workplace when you're not there?

Safety is truly the foundation of all that you value. Without it, there is no peace of mind. No life as you know it. No community built on the rule of law and decency.

If that isn't worth supporting, what is?

The San Diego Police Foundation exists for one reason: to raise much-needed funds for the San Diego Police Department. Every dime you donate helps our heroic men and women in blue get the equipment, training and outreach programs they need to fight crime.

Due to drastic budget cuts, your donation is needed now more than ever. To buy protective vests. Upgrade patrol cars. Acquire new technologies. Recruit new officers. And guarantee that our police force is better trained, better equipped and better supported than the criminals who threaten our communities.

The Foundation is an independent 501 (c) (3) nonprofit organization providing support for efforts that enhance police/community relations, crime prevention, and public safety through grant funding for specialized equipment, training, and cooperative community programs.

THE SAN DIEGO POLICE FOUNDATION BRAND

Why It Works

Aligns the Foundation strongly with the SDPD.

Humanizes the rank and file police officer.

Puts officers in the context of neighborhoods.

Candid, honest photography.

A thank you from those you're supporting.

Captures the age and ethnic mix of the department.

An emotional appeal.



THE SAN DIEGO POLICE FOUNDATION

What does success look like?

18.2% of those who visited the site either donated or registered for an event.

Site has contributed \$88,059 in donations since launch.

New branding helped secure a \$200k sponsorship with NBC San Diego.

Website features real SDPD officers and helped foster a stronger relationship with SDPD “beat” cops.





How do you turn a public library into a personal cause?



SAN DIEGO PUBLIC LIBRARY FOUNDATION

Revitalizing An Existing Brand.

The Challenge

The San Diego Public Library Foundation raises money for the city's libraries. Problem was, to motivate donors they needed to move beyond the traditional concept of libraries as old-fashioned "book repositories".

The Breakthrough

US Platform | Help minds grow.

A simple powerful call-to-action tagline that unites the Foundation and donors around a single cause: It's about helping people pursue their dreams, not just read.



Original Logo



New Logo & Tagline



Help minds grow.

HELP MINDS GROW

Why It Works

Focuses not on what we do, but the benefit of what we do.

Establishes a universal, indisputable cause.

"Help" is a broad word that is equally donation and volunteer.

It's an all-inclusive phrase that moves beyond ethnicities, ages, sexes, economic status, and labels.

It will work in perpetuity no matter how the library system evolves.





Buy-A-Brick



Support
Your Library



What's Your
Story?



Sign Up for
E-News



New Central
Library Webcam



San Diego Public
Library Foundation

Like 5,600



San Diego
Public Library
Foundation

July 18 at 3:09pm

The Library is hiring
enthusiastic tutors to staff its
new Do Your Homework @



VISIT THE SAN DIEGO
PUBLIC LIBRARY WEBSITE



Libraries change lives!

Each day, the San Diego Public Library helps people improve their lives. The San Diego Public Library Foundation helps create, steward, and support an excellent free public library system. [READ MORE](#)

NEWS UPCOMING EVENTS

Media Overview of Central Library Celebration and Opening

San Diego Library Celebration on Saturday
Steve Poltz and Fancy Nancy Parade added to the line up

Book Your Guided Tour of the new Central Library
Online system available for booking tours of new facility

Central Library Celebration and Sneak Peek Slated for September 28
Public Dedication Ceremony and Free Family-Street Festival to Highlight the Occasion

LEGO Library a Homage to the New Center for Learning
You can support both the real and LEGO versions

Joan and Irwin Jacobs Make \$10 Million Matching Gift
Contribution to encourage others to support new Central Library

New Library Choir Seeks Singers
The San Diego Public Singers now meeting in Logan Heights

Joan and Irwin Jacobs Make \$10 Million Matching Gift
Contribution to encourage others to support new Central Library

Summer Reading Program in Full Swing
Reading is so delicious with activities and fun



YOUR GENEROSITY WILL **HELP MINDS GROW**

Our slogan, Help Minds Grow, is a reminder that your gift to the San Diego Public Library Foundation creates a better future. For curious children learning about life. For ambitious young minds that will someday change the world. For a San Diego that truly benefits from a more engaged and informed citizenry. Our public library system, and your support, make this possible. Just click below to help minds grow.

[GIVE NOW](#)



INSPIRING PROGRAMS ARE **WORTH SUPPORTING**

Minds grow when they are engaged and impassioned. From literacy and technology to arts and culture, your donation provides the inspiration that creates success. [Explore how your giving helps >](#)

[GIVE NOW](#)

HOW YOUR GIVING HELPS

CHILDREN & TEEN PROGRAMS

TECHNOLOGY

ART, MUSIC & CULTURE

LITERACY & EDUCATION

CAREER & COLLEGE PREP



GREAT DONORS LIKE YOU DESERVE BENEFITS

When you support the San Diego Public Library System, you also benefit. From private events and new personal contacts to special recognition, you'll know that your generosity is both appreciated and making a difference. [Explore our donor benefits >](#)

[GIVE NOW](#)

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Our slogan, Help Minds Grow, is a reminder that your gift to the San Diego Public Library Foundation creates a better future. For curious children learning about life. For ambitious young minds that will someday change the world. For a San Diego that truly benefits from a more engaged and informed citizenry. Our public library system, and your support, make this possible. Just click below to help minds grow.

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[GIVE NOW](#)

- [HOW YOUR GIVING HELPS](#)
- [CHILDREN & TEEN PROGRAMS](#)
- [TECHNOLOGY](#)
- [ART, MUSIC & CULTURE](#)
- [LITERACY & EDUCATION](#)
- [CAREER & COLLEGE PREP](#)

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[GIVE NOW](#)

EXPLORE		CONTACT		CONNECT
LIBRARY SYSTEM	EVENTS	330 PARK BOULEVARD	TEL: 619 238 6638	SIGN UP FOR OUR NEWSLETTER <small>© 2018 San Diego Public Library Foundation Public Library Advisory Network Ltd. Library Shop Name and Address</small>
LIBRARY SHOP	NEWS	940 DENVER, CA 92101	FAX: 619 596 9727	
FAQ	PUBLICATIONS			<input type="text" value="ENTER YOUR EMAIL"/> <input type="button" value="SIGN UP"/>
NEWS	STORES			

Buy-A-Brick | San Diego P. x
supportmylibrary.org/give-now/buy-a-brick/

SAN DIEGO PUBLIC LIBRARY FOUNDATION™

GIVE NOW HOW YOUR GIVING HELPS DONOR BENEFITS ABOUT LIBRARY SHOP

CLICK NOW TO GO TO OUR DONATION FORM

GIVE NOW

DONATE GIVING PROGRAMS CAPITAL SUPPORT PLANNED GIFTS ENDOWMENTS ADVOCATE & VOLUNTEER BECOME A FRIENDS MEMBER BUY A BRICK

ENGRAVE YOUR MESSAGE AT THE NEW CENTRAL LIBRARY

You can engrave your personal message and show your lasting support for the Library by buying a brick for yourself or to honor someone important to you. When you "Buy-a-Brick," your family or organization owns a lasting piece of a community treasure and improves a citywide system providing important reading and literacy programs, arts and cultural offerings and technology access for everyone.

With a tax deductible contribution of a \$500 brick, your message will be placed in the Trellis Walk leading to the entrance of the Central Library @ Joan A Irwin Jacobs Common. For a contribution of \$1,000, your brick will be placed in the Library's Lobby.

[Purchase your brick online.](#)

[Give a brick to someone else online.](#)

[Print out and mail a form to purchase a brick.](#)

For additional information, call Kary Morett at (619) 236-5836 or by [e-mail](#).

San Diegans have used their brick inscriptions to deliver messages from the whimsical to the profound and even to propose.

Q & A

