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Sample Non-Profit Organization Branding Workshop Proposal

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Branding Workshop

The **BrandSolutions Branding Workshop** is designed to provide organizations with a systematic and strategic way to:

- “Brand” their organization and its key services, programs and products.
- Clearly define the brand so that it is compelling and credible to its key target audiences.
- Increase the reputation, image, perceived value and brand awareness of the organization and its services, programs and products.
- Facilitate fund raising.

The BrandSolutions Branding Workshop is also an excellent forum for strategic planning. This workshop will show participants how to create and use brand identity and create a compelling story for their brand. At the beginning of the workshop, the key concepts of branding will be covered and explained. Then, each section of the workshop will be interactive, stimulating and filled with examples. Brand association, brand naming, and brand identity exercises will give you hands-on experience developing and working with your own brand.

Branding Workshop Outline

Introduction to Branding – Presentation

- Brand: What is it?
- Why is it important?
- Archetypal Branding™
- NeuroBranding™

What Questions Need to Be Answered and What Problems Need to Be Solved? – Interactive Easel Session

- Who are your key target audiences?
- Brand name discussion – What makes up a good brand name? What is your brand name?
- How do you clearly describe your brand and its benefits in 10 words or less (positioning statement)?
- What are the most important “purchase factors” and services/programs? Why are those top-ranked purchase factors important to your target audiences/customers? What are the key benefits?
- What are your organization’s top shared values? Based on those values, discover your Brand Archetype.
- What is the brand’s category descriptor? What is the cultural archetype for your brand’s category?
- What are the emotional hot buttons for your brand (Reptilian and Limbic hot buttons)?
- What is the best position for your brand relative to competitive brands?

Brand Identity Map

- Brand Identity Session: Develop your brand identity map

The information from the Branding Workshop will drive the subsequent quantitative research.

You will leave the workshop:

- Knowing what “brand” is, how it works and why it's important.
- With a first draft of your brand identity map – this is the key deliverable – a short and compelling description of your brand and the key benefits/messages.
- With a roadmap for strategically communicating your vision and story in the most succinct and persuasive manner to your key target audiences.
- With a foundation for implementing and using your brand identity.

Branding Workshop Proposal

- With the internal input needed to conduct market research with your target audiences in order to validate the brand identity.

Needed Equipment and Food to be provided by Client

- LCD projector and screen to display the presentation from Chuck Pettis' laptop.
- Easel, marker pens, and one 3M Post-it easel pad.
- To keep everyone's energy level up, Client to provide drinks and snacks, as well as lunch. Chuck Pettis appreciates decaf coffee, tea and half and half throughout the day and a salad for lunch.
- **Note:** Attendance limited to 15 people per Branding Workshop to allow everyone to participate fully.
- We also recommend that one person be designated as laptop note-taker to capture the information and strategies that come out of the workshop.

Branding Workshop Cost: \$3,500, plus travel expenses.

Option for the BrandSolutions creative team (Kendra Howe, brand strategist; John Engerman, art director; and Terry Short, copywriter) to attend. Cost dependent on location of Branding Workshop.