



Branding &

Communications



SURVEY RESULTS

We asked

Directors of Development (35%)
Executive Directors / C.E.O's (25%)
Communications Managers (28%)
Other (12%)

in the

Not for profit sector

about

**Branding &
Communications**



The Questions

How do you define branding?

Do you outsource graphic designers, art directors, branding specialists?

Why?

Do you think that's enough?

How important is branding to your organization?

How much \$\$\$ does your organization spend on creative services?

What is your hiring criteria?

How good is your organization is at "getting the message out"?

What would you "shout from the rooftops" about your organization?

If there was one thing your supporters would say about your organization what would that be?

How would you define Branding?

selected responses

It's a visual representation of our mission and values.

It's about customer service!

It's a promise that you make to your clients that's credible and understood.

It's a consistent message about who you are and what you do.

*How you're recognized.
A synthesis of your key messaging.*

**How you communicate.
What differentiates you.
How you stand out.**

A message about your organization that shouldn't be misleading.

"It's an expression of our identity – I'm not offended by branding language"

How important is branding
to your organization?

Somewhat Important (5%)

Very Important
(76%)

Important (8%)

Increasingly Important (10%)

Hugely important (1 response)

Do you outsource to creative specialists?

 **Yes. (75%)**

 **No. (25%)**

If yes, which is your hiring criteria?

I've seen their work

(85%)

I've worked with them before

(53%)

They're easy to work with

(46%)

Fast turnaround

(40%)

Price

(46%)

Do you know how much money your organization spends on branding/design services each year?

0-5k (6%)

5k - 10k (34%)

10k -30k (16%)

+ 30k (1 response)

I'm not sure

(35%)

It's confidential

(5%)

Do you think this amount is too much, not enough, just right?

Just right (35%)

Not enough (40%)

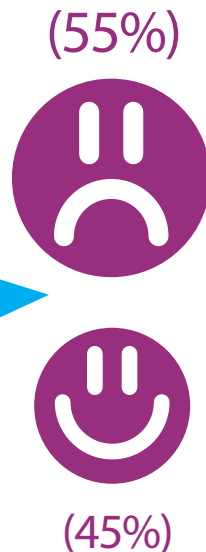
Not sure (25%)

Do you agree 😊 or disagree 😞 with the following statements:

It's a complicated world out there now with lots of advertising by non-profits and corporations. In order to fundraise successfully, a charity has to invest its communications and publicity.



Our donors don't care how we look, they are more concerned with what we do.



Good branding helps a charity raise money, that's a fact.



Charitable organizations shouldn't be spending money on things like branding and advertising. It takes funding away from our real work.



How good would you say your organization is
at “getting the message out”?

“Good” (35%)

“Could be better”
(55%)



“Poor”
(9.5%)

“Excellent”
(1.5%)

If you answered “could be better” or “poor”, why?

selected responses

We're still working on the message.

There's a lot of donor confusion. It's a very crowded marketplace with a lot of cancer charities competing for attention.

We're not answering our organizational objectives. Donations come from members only. Public confusion about our activities.

Because of our rural activities – we're associated with hunters. We need to better our messaging in urban markets

There hasn't been a clear focus. Internally it's been rocky.

I don't think we've articulated our message. I don't think internally we're aware of what we stand for.

Some think we're a business, they don't understand why we fundraise.

The money we get is connected to program delivery. It's hard to get dedicated funds for communications.

We haven't spent money on it.

If there was one thing you could shout from the rooftops about your organization, what would it be?

selected responses

**We are
really good at
filling gaps!**

*We look after you
where you live!*

We're effective!

*We're the most effective
way to invest in a
cancer-free future!*

**We are creating
solutions!**

**We care for
ALL!**

*We're not just
an 'Old Folks
Home!'*

*We're the ONLY Toronto festival
bringing arts, education and
entertainment together!*

We define quality!

*We're the best
place for a boy's
education!*

*We're not a
hunting organization!*

**We are part of what
makes Toronto great!**

To all of **YOU**,
survey participants and
branding champions,
for your incredible generosity of time,
insight and wisdom, a heartfelt...

thank you!

