



From global impact to individual engagement:

Nonprofit communications strategies to improve the effect your brand has on the world.

From single-project impact to full communications strategies, consider exploring a series of methods to strengthen your brand, expand your organization’s reach, and share powerful narratives to help your audience gain a better understanding of your programming, mission, and the resources required to see they are funded appropriately.

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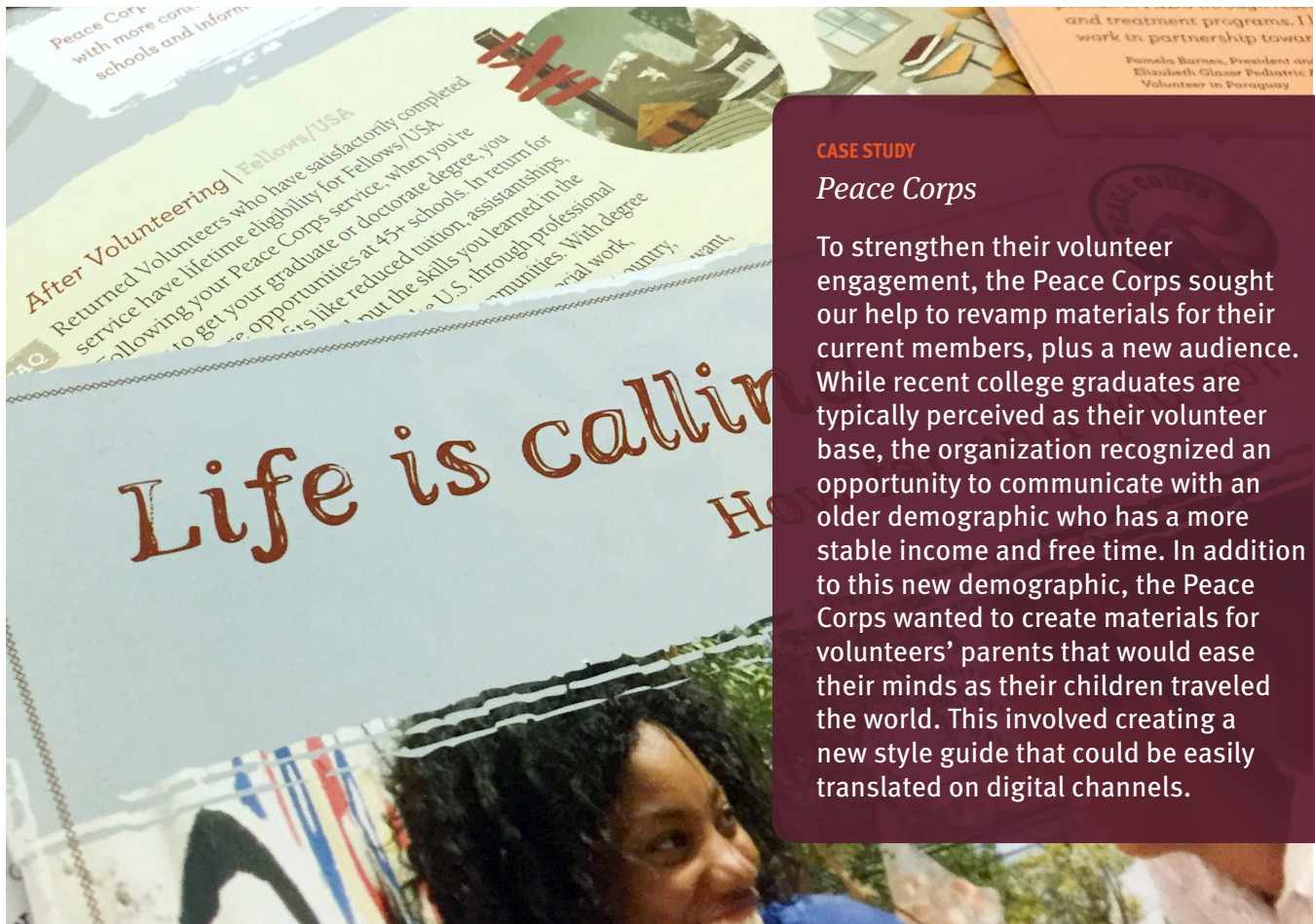
Let’s get in touch. Email us at info@orange-element.com or visit orange-element.com for more information.

Benefits of Highlighting Your Brand

While your organization's mission will always take precedent, it's important to establish a strong identity to better connect with your stakeholders and donors. There are many reasons to highlight your brand: to differentiate yourself, to tell your organization's story in a new way, to clarify your mission, and to even appeal to new audiences. With an expected 4.3% increase in giving in 2017, ramping up branding efforts will not

only help meet your goals, but extend the impact your work has on global issues.¹ This is because branding is more than just a look and feel; it's a tool for fundraising, storytelling, internal communications strategy, and tells the world who you are. A well-established identity will help position your organization as a trusted, authentic, and reputable nonprofit ready to leave a positive impact on the world.

The Peace Corps engaged a new audience base by emphasizing their brand. ▼



CASE STUDY

Peace Corps

To strengthen their volunteer engagement, the Peace Corps sought our help to revamp materials for their current members, plus a new audience. While recent college graduates are typically perceived as their volunteer base, the organization recognized an opportunity to communicate with an older demographic who has a more stable income and free time. In addition to this new demographic, the Peace Corps wanted to create materials for volunteers' parents that would ease their minds as their children traveled the world. This involved creating a new style guide that could be easily translated on digital channels.

CASE STUDY

ONE's Poverty is Sexist Campaign

A year after their successful Poverty is Sexist launch, global nonprofit ONE sought our help to extend the campaign's identity and reach across multiple channels—from print to online communications. We developed brand guidelines and campaign collateral that represented the personality of the women affected by poverty worldwide, preserving ONE's mission while improving the story's impact and readability. These updated style guidelines and use case examples translated well onto online platforms like social media, allowing ONE to reach a wider audience.



WHEN WE END POVERTY
FOR WOMEN,
WE END POVERTY FOR
EVERYONE.

See how we helped refine—and extend—ONE's campaign brand. ▲

Benefits of Partnering With an Agency

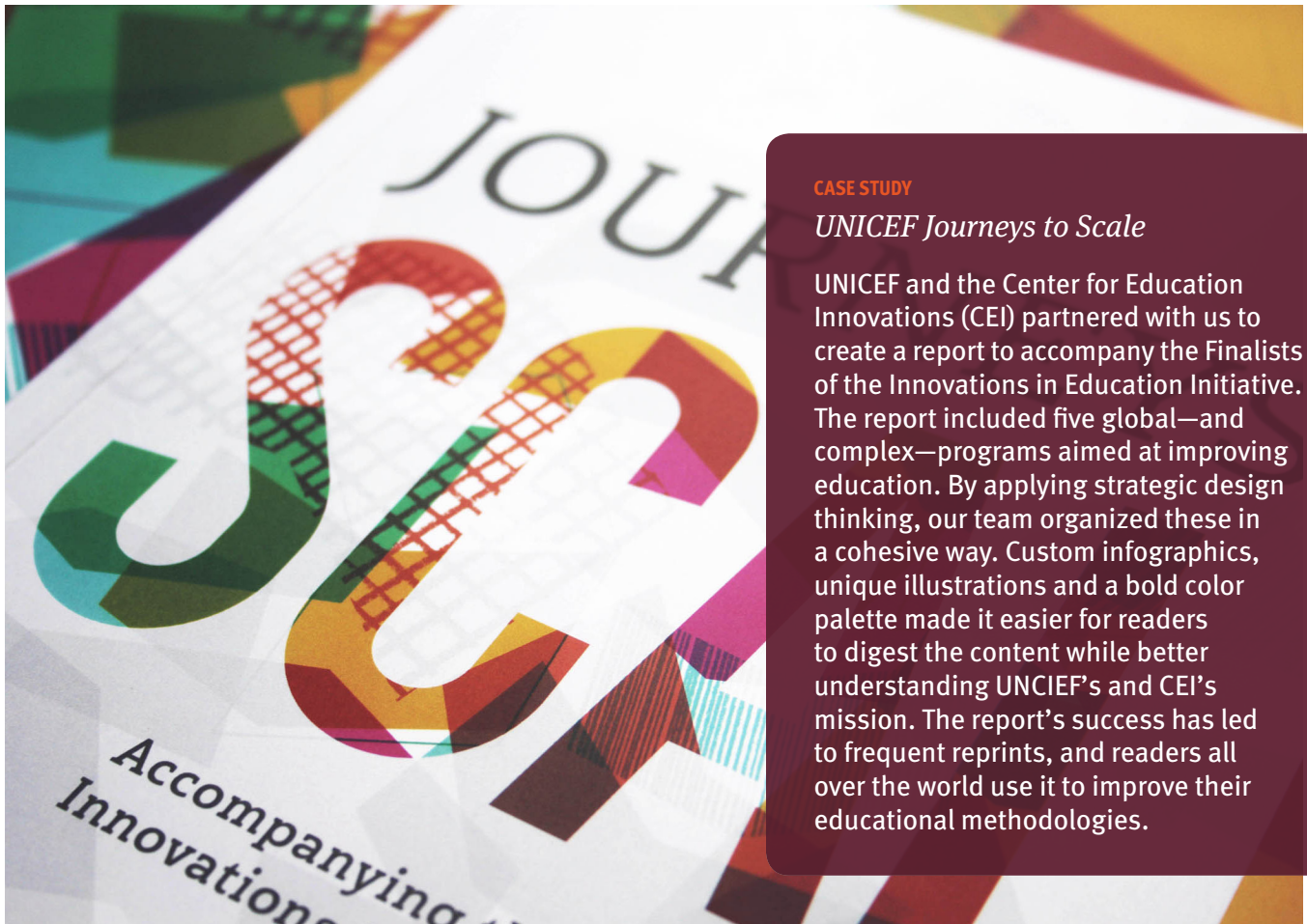
Managing a nonprofit organization is an immense task, so marketing and advertising efforts may come second to your goals. Luckily, that's where people like us come in—to collaborate with your team to help make smart, strategic decisions. From uncovering your true voice and bringing it to life, to logo updates or new taglines, to new message positioning, working with a creative agency can lead to untapped results. In our experience, having an outside voice and perspective will strengthen your core values, internal communication procedures, and external engagement strategies. Not to mention, save you time in the long run.

ORGANIZATIONS THAT COMPREHENSIVELY
REBRANDED SAW **15% MORE REVENUE,**
26% MORE MEDIA ATTENTION, AND
INTERNALLY **PRODUCED MATERIALS**
42% MORE EFFICIENTLY.

How We Can Help

We help companies and organizations in 3 specific areas:

- 1 DEVELOP COMPLETE CAMPAIGNS AS A **FULL-SERVICE PARTNER**
- 2 **FOCUS YOUR BRAND** ACROSS INTERNAL TEAMS, SILOS AND PARTNERING AGENCIES
- 3 **OFFER NEW CONCEPTS** WHEN IN-HOUSE CREATIVE RESOURCES ARE SCARCE



CASE STUDY

UNICEF Journeys to Scale

UNICEF and the Center for Education Innovations (CEI) partnered with us to create a report to accompany the Finalists of the Innovations in Education Initiative. The report included five global—and complex—programs aimed at improving education. By applying strategic design thinking, our team organized these in a cohesive way. Custom infographics, unique illustrations and a bold color palette made it easier for readers to digest the content while better understanding UNICEF's and CEI's mission. The report's success has led to frequent reprints, and readers all over the world use it to improve their educational methodologies.

Statistics on Brand Impact for Nonprofits

92%

OF NONPROFITS REBRANDED

to explain their work better³

MORE THAN 8 OUT OF 10 NONPROFITS REBRAND

to improve their capacity to raise money or to recruit new members, clients, or other program-oriented audiences



Number of
**donors using
YouTube grew
by 18%** from
2014 – 2015⁴

Nonprofits have experienced a 50% increase in revenue since rebranding, **as well as a 31% donor retention increase**



**26% of
nonprofits
who rebranded**

**say their fundraising
efforts are easier**



**WEB POSTS WITH VISUALS DRIVE
UP TO 180% MORE ENGAGEMENT**

84% OF NONPROFIT DONATION LANDING PAGES ARE NOT OPTIMIZED FOR MOBILE⁵



**IN 2017, NONPROFITS WILL REFOCUS THEIR EFFORTS ON
EMAIL COMMUNICATIONS AND FUNDRAISING⁶**

- **Email revenue grew by 25% in 2015**, faster than the 19% overall rate of online revenue growth
- **56% of mobile activity is dedicated to checking emails⁷**

Additional Nonprofit and Cause-Based Case Studies

CASE STUDY

Amnesty International

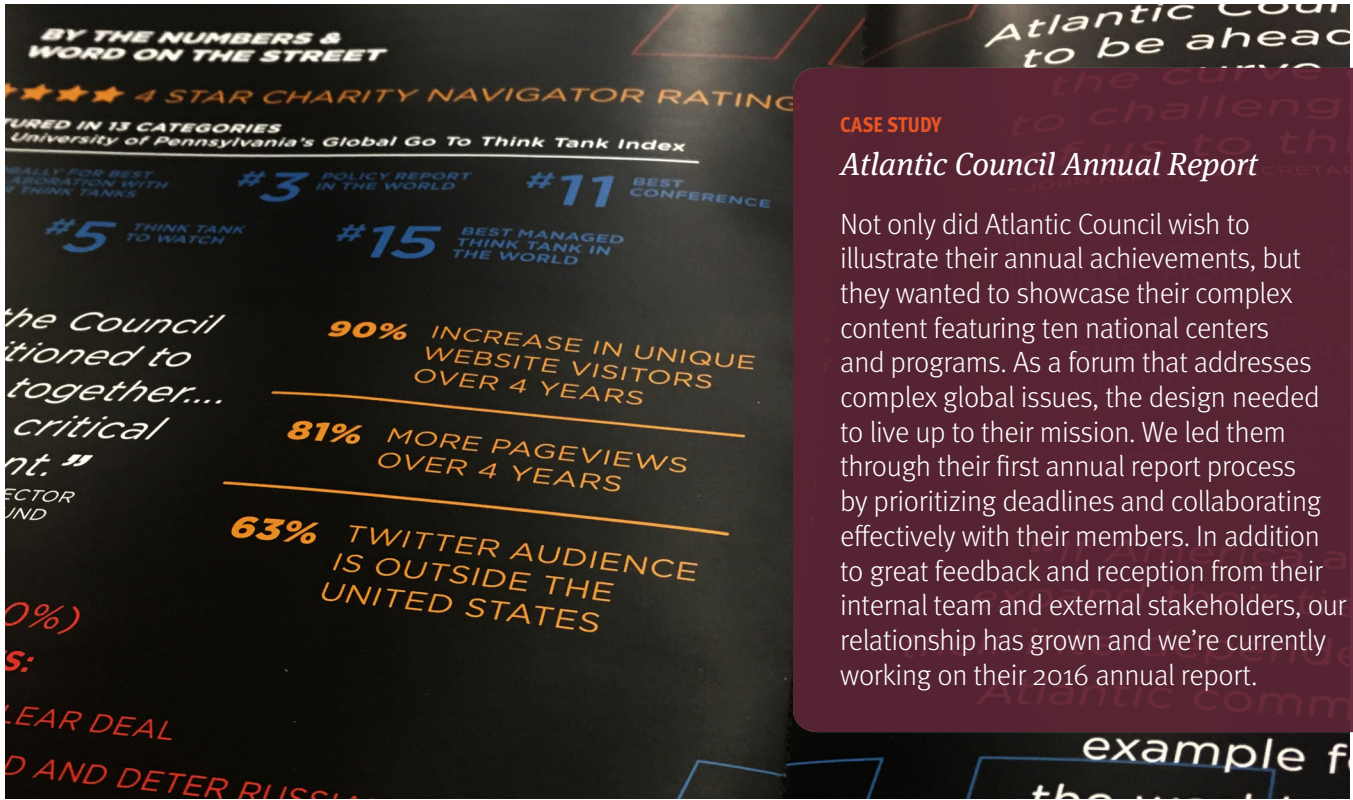
As this organization expanded their U.S. presence, we developed a brand campaign to support their annual general meeting in Portland. This was an extension of their European initiative, and incorporated existing assets that formed event materials, invitations, postcards, t-shirts— even propaganda for a concert. Our work allowed them to expand their mission, attracting more volunteers and awareness.



CASE STUDY

Results for Development Annual Report

While our team has a long history with R4D, we just recently worked together to develop their first annual report, which included their print publication, online interactive component, and announcement email. In order to fulfill their dynamic content requirements, we married their brand guidelines with flexible, bold styles that could extend across multiple screen sizes. The final multi-component product left the nonprofit with a powerful vehicle to share their annual successes and future goals with stakeholders and donors.



CASE STUDY
Atlantic Council Annual Report

Not only did Atlantic Council wish to illustrate their annual achievements, but they wanted to showcase their complex content featuring ten national centers and programs. As a forum that addresses complex global issues, the design needed to live up to their mission. We led them through their first annual report process by prioritizing deadlines and collaborating effectively with their members. In addition to great feedback and reception from their internal team and external stakeholders, our relationship has grown and we're currently working on their 2016 annual report.



CASE STUDY
JH CAIH

Johns Hopkins Center for American Indian Health (CAIH) partners with American Indian and Alaska Native communities to promote health, leadership and self-sufficiency. Our team refreshed their brand, which included a logo update, a new color palette and modern typography. This helped simplify their brochure templates, unify content internally, and create cohesive materials externally. Our work allowed CAIH to create a more consistent brand feel, ultimately streamlining their production and allowing better engagement with their audience.

3 Things You Can Start Doing Now

Are you making some noise? With an expected 4.3% increase in 2017 giving, make sure your programming and impact are heard by those that matter most to you.

Consider three simple ideas to get started:

1 HIGHLIGHT KEY ORGANIZATIONAL GOALS PULLED FROM YOUR STRATEGIC PLAN.

Develop a standalone piece (printed or digital) that is focused and clear on what you have planned to stay the course on your goals. The more your stakeholders understand about your mission and how you plan to see it through, the better they feel about investing in your organization.

2 BRING YOUR SUCCESS STORIES TO LIFE.

The proof will always be in the results. There is nothing better than crafting a few nicely edited videos that highlight the difference you are making in the world. You'd be surprised how far a short film can reach—especially since organizations using video see 41% more traffic than those who don't.⁸

3 DON'T BE AFRAID TO EXPAND OR REFRESH YOUR IMAGE.

Fresh visuals, content and messaging help get everyone excited—from your internal teams to those in the field, everyone wants to present your organization with pride. Show the difference you are making through campaigns, new information graphics and simple presentation formats. Remember: your donors' attention spans are only about 8 seconds long, so create something powerful, yet digestible.⁹

To get started, visit our website at orange-element.com or email us at info@orange-element.com today.

Featured Nonprofits and Cause-Based Organizations



ENDNOTES

- ¹ <http://www.smartbrief.com/s/2016/01/us-charitable-giving-expected-jump-41-2016-43-2017>
- ² <http://hi.bigducknyc.com/acton/attachment/4852/f-0054/1/-/-/-/-/The%20Rebrand%20Effect%20ebook%20PDF.pdf>
- ³ <http://hi.bigducknyc.com/acton/attachment/4852/f-0054/1/-/-/-/-/The Rebrand Effect ebook PDF.pdf>
- ⁴ https://www.philanthropy.com/resources/toolkit/a-guide-to-creating-nonprofit/116?cid=cpfd_rsrc
- ⁵ <http://www.ironpaper.com/webintel/articles/nonprofit-marketing-statistics-for-2015/>
- ⁶ <http://www.nptechforgood.com/2016/11/22/5-nonprofit-technology-trends-to-watch-in-2017/>
- ⁷ <http://www.care2services.com/care2blog/2017nonprofitrends>
- ⁸ <https://www.brightnonprofit.com/video-marketing-nonprofits/>
- ⁹ <https://blog.givelify.com/mobile-giving-attention-spans/>

Contact us today.

Orange Element helps companies find new energy, clarity and confidence when presenting their brands. We strive to be a valued and trusted leader in integrated branding and design thinking.

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