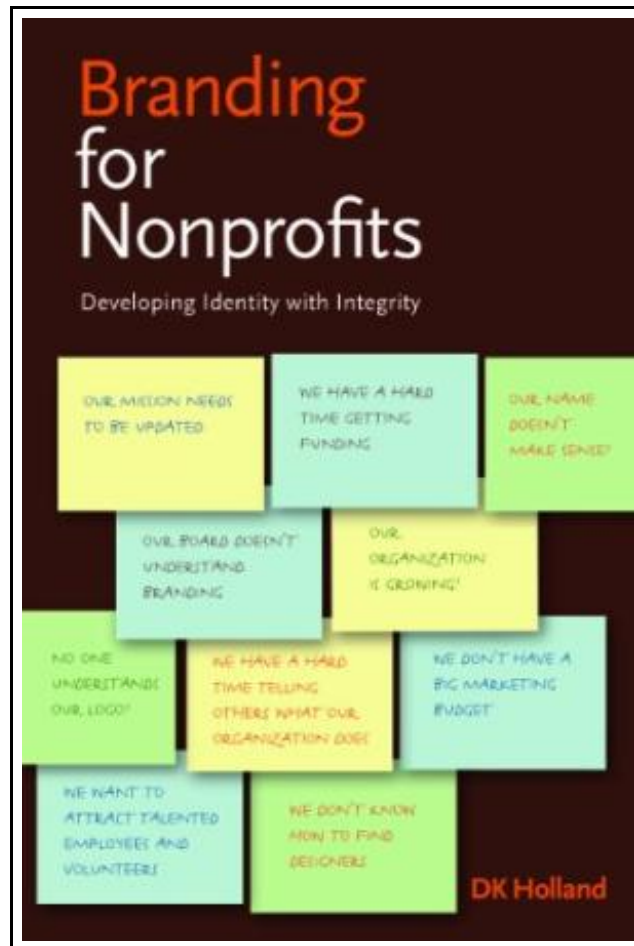


Branding for Nonprofits



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BRANDING FOR NONPROFITS



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Allworth Press,U.S. Paperback. Book Condition: new. BRAND NEW, Branding for Nonprofits, D.K. Holland, "Branding for Nonprofits" provides the processes, tools and thinking needed to brand or rebrand. DK Holland's inspiring and demystifying approach helps nonprofits approach the process with confidence and enthusiasm. The book presents case studies that reveal real-life situations in which nonprofits have successfully created branding opportunities out of dilemmas and re-branded to create a distinctive clear identity that furthers their mission and helps stabilize their programs. This book features four-page interviews with six non-profit groups explaining the impact of re-branding. In a chronological order it shows nonprofits how to proceed at each stage of branding. Each chapter contains charts, photos or other visuals to support the text. Aimed at managers of small & mid-size nonprofits; graphic designers, art directors, educators, this book addresses the indirect connection between branding and fund raising. For-profit American businesses invest millions in branding; most successful nonprofits lack the resources and wherewithal to hire a brand expert even though they know they need to rebrand. Author brings over 30 years of experience in branding; her company, DK Holland, LLC works with an impressive list of non-profit organizations. Author teaches graduate non-profit management; an editor of "Communications Arts magazine", which she is in the process of rebranding.



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