

## Good Advice...Creating a Brand That Positions Your Mission

Please [read the article](#) about our own ebranding, as published in the January 10th [Fort Worth Business Press](#).

While our recent rebranding initiative after sixteen years in business has been successful, it was not easy. In case your new year's resolution includes rebranding for your organization, we offer the following advice in the hopes that it might save you time, money, and maybe even a few headaches.

### 1. Determine your goals and objectives.

Begin by asking the basic questions that will guide your transformation process: What exactly are you hoping to achieve? Retention and acquisition of clients, donors and volunteers? An expansion or change of territory? An introduction of a broader services offering for your mission? Maybe a "do-over" or fresh start?

### 2. Gain an objective viewpoint.

Being so close to your own operations can make it difficult to objectively see what your image portrays to others. Sometimes you need to hire professionals for the marketing and technical expertise and the fresh point of view.

### 3. Determine how you will define success.

Simply changing your organization's colors, fonts or images will not help you achieve your strategic goals and objectives. You need to develop a few benchmarks to measure whether your new identity hits the mark and communicates a clear message of who your organization is and who it wants to be.

### 4. Don't settle for less.

A logo depicts much more than just the name of your organization. It must accurately reflect your brand values and personality. It should be attractive and professional and should be representative of your mission and significance to the community.

### 5. Create a feasible timeline.

Determine a reasonable timeline and stick to it. Consider that the process of rebranding cannot interrupt the day to day operations of serving the community. Allow for the necessary time and attention.

Achieving a new corporate identity that your organization can own and live up to for years to come is no easy task. However, it can be done. The proof is that now, Project Partners is "*your partner for good*". Perfect.

Happy New Year!



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*Celebrating 16 years of service to distinguished nonprofit executives and community leaders of North Texas*

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Have your rebranding efforts stalled in the past? Why?  
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