

REBRANDING WITH PURPOSE

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Brand: "mark made by a hot iron" (1550s), especially on a cask, etc., to identify the maker or quality of its contents

Why was a brand important?

It was a _____ that the product lived up to a certain standard.

What is your brand?

Your brand is the your distinct and recognizable _____.

Branding is the strategic process of creating and managing a distinct identity for a product or company.

Your brand is derived from who you _____,

who you _____ to be,

and who people _____ you to be.

There are several ways to manage your brand:

- _____
- _____
- _____
- _____

A pregnancy center has two distinct customer bases and therefore two distinct brands:

- Customer A _____
- Customer B _____

When you are rebranding, you need to think about both sets of customers and both brands.

What is your client brand? How do you want them to perceive you?

What is your donor brand? How do you want them to perceive you?

How do the following impact how your **clients** AND **donors** perceive you?

- Name
- Logo design
- Packaging
- Messaging
- Overall presentation

Your brand must appeal to your target customer.

What kind of messaging appeals to your clients?

What kind of messaging appeals to your donors?

You already have two brands. Should you have one or two names?

Things to consider before a name change:

- State and local laws
- How much work will it be? _____
- How much will it cost? _____
- Who will it confuse? _____
- Are there any good URLs available? _____
- Will it improve my brand? _____
- Will it further my mission? _____