

## **Harnessing the Power of a Brand Refresh**

Yes, there will definitely be quite a bit of work involved in turning over your signage and materials, but there will also be a fantastic opportunity to **capture your community's attention, and show your commitment to best serving your clients and partners in an ever-changing world.**

In *The Rebrand Effect\**, a New York Design Agency and Research Group looked at the impact rebranding has on nonprofits, based on an online survey completed by over 350 nonprofit decision-makers from across the country who had recently updated key elements of their brands. Here's what they found:

- Typically, staff members benefit first. They find it easier to communicate “on message” with clear visual and messaging guidelines to work from. For many, this results in an **ability to produce better materials faster**. (Plus, Love INC National has provided a number of editable resources and collateral pieces to you!)
- As online, printed, and other communications materials become more consistent, outside audiences are more likely to recognize and connect materials or events coming from one organization. **After rebranding or other significant communications changes, organizations are less likely to feel they are “best kept secrets” and over time may see increases in support, recognition, and participation.**
- One in three respondents report they have **recruited better board members**.
- Organizations that made comprehensive changes to their brands were **more likely to raise money and increase repeat giving from existing donors** than their peers who made less comprehensive communications-related changes.

**So how can you harness this window of opportunity to capture the energy of your staff and excitement of your community?** It starts by planning well and building the excitement over time.

Host an online release party for our new logo. Invite your staff. Get them excited about this effort to elevate the Love INC Movement. Follow it up with a discussion about what it could mean for you, and start to consider what might be the best time for your affiliate to begin transitioning to the new look. No one is expected to make these changes overnight, and you'll want to assess how it could be an opportunity for publicity in your context. For example, perhaps your reveal happens at your spring fundraiser, or you might kick it off by giving your volunteers a piece of SWAG at the next volunteer appreciation event. Is there a town parade coming up? Make a float and handout candy and flyers. Determine the time that most works to your advantage and make a big splash.

### **Here are a few more ways you can shout it from the rooftop:**

- Use the provided social media templates to create a fun social media series where you post random acts of Love in the days leading up to your launch.
- Grab the press release we'll provide and send it to your local media networks to share the great news and invite an interview where you can explore more of what you do to connect and serve your community.
- Explore a Love INC Sunday at your church partners where you can announce the new logo, show our new video, and share about the current opportunities.
- Host a special donor/volunteer event where you share the new logo and other exciting ways you can work together to lean into the future of Love INC.
- Create some branded merchandise and invite your donors and volunteers to wear the new look.
- Get creative with your fundraising (Love INC National will be running a “Love and Be Loved In Return” fundraiser in February, where donors get a branded gift when they donate. If you'd like to do the same after your launch, we'll post these resources on the ARC in March.)

In a world where we are all conditioned to look for the next new thing, a fresh look and feel can help you draw attention to the amazing mission we all share. We hope you'll seize the excitement and opportunity that change can bring.