

How might we move bold ideas to action?



Reconstructionist Incubator

March 16, 2017



RECONSTRUCTIONIST LEARNING NETWORKS

Branding & Marketing Your New Venture

Rabbi George Wielechowski



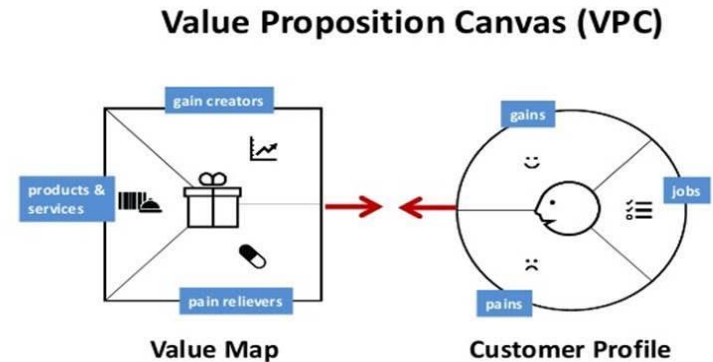
RECONSTRUCTIONIST LEARNING NETWORKS

Where we have been

One: **Value Proposition Canvas**

What is the value for your customer/beneficiary?

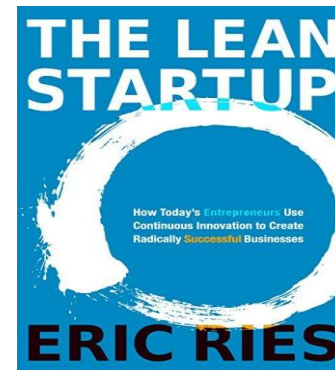
<http://jewishrecon.org/incubator-session-1-moving-bold-ideas->



Two: **Lean Start-Up**

Test your Assumptions

<http://jewishrecon.org/networks/sessions/incubator-session-2-lean-startup>



Facebook:

- *Online fellowship?
- *Questions about \$



RECONSTRUCTIONIST LEARNING NETWORKS

Words of Torah Rabbi Margie Jacobs

7 Tell me, you whom I love so well;
Where do you pasture your sheep?
Where do you rest them at noon? Let me
not be as one who strays
Beside the
flocks of your fellows.



Words of Torah Rabbi Margie Jacobs

אם-לא תדעי לך, היפה בנשים; צאי-לך 8 If you do not know, O fairest of women,
בְּעֶקְבֵי הַצֹּאן, וְרָעִי אֶת-גְּדֵיתֶיךָ, עַל, מִשְׁכְּנוֹת Go follow the tracks of the sheep, And
הָרָעִים. {פ} graze your kids By the tents of the
shepherds.



שִׁיר הַשִּׁירִים Song of Songs Chapter 1



RECONSTRUCTIONIST LEARNING NETWORKS

What is a BRAND?

- The sum of the psychological, emotional, and gut reactions that people have to your organization and its services.
 - Favorite brands & why you love them
 - Disliked brands & why



Our BRAND is shorthand for what stand for

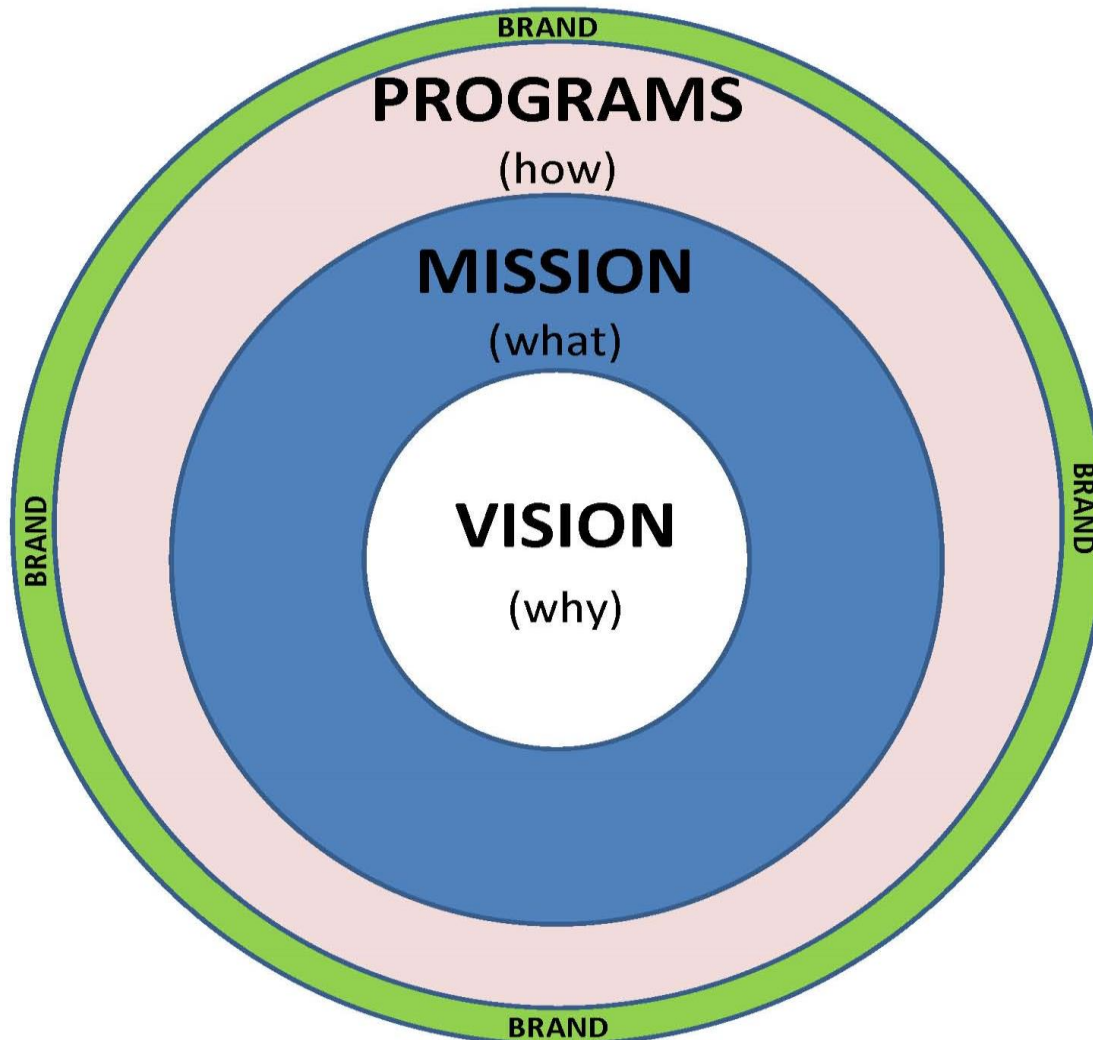
Vision: the fundamental motivation for our existence. “Why we’re here.” (Often a “we believe” statement)

Mission: the fundamental goals and aims of our organization; the natural result of our why. “What we aim to do.”

Programs: the resources and services we provide to achieve our mission and fulfill our reason for being “How we achieve our aims.”



Healthy BRAND ecosystem



BRAND opportunity: Sincere Connection

- Projecting our vision and mission by “living” our identified brand DNA and values in every facet of the organization:
 - internal culture;
 - external relations;
 - program design & quality;
 - language and visuals of our communications, etc.



BRAND DNA: What you'll need

- **Vision statement**
 - Usually one aspirational sentence; almost never mentions specific products/services/strategies/tactics
- **Mission statement**
 - One action-oriented sentence with a clear desired outcome:
“We build homes for those in need, restoring hope and dignity.”
- **Core Values**
 - “We believe” statements that convey the deeply held values that drive and guide your work.



BRAND DNA: What you'll need

- **Brand Pillars**

- A list of characteristics that are essential to the way your organization “acts” in the world; usually intangible nouns, gerunds, adjectives: honesty, responsibility, humility, caring, unifying, meaning making, etc.

- **Positioning statement**

- Formalizes your brand vocabulary into a defining and differentiating statement of purpose.



Building BRAND DNA: Finding the words

- **Never assume. Always ask.**
 - Identify the target participant/demo you will serve and the core need of that population you are aiming to address.
 - Ask at least 50 people from one end of your demo to the other what vision, values, and sincere expression they look for when choosing to align with an organization in your space.
 - Explain your concept and ask them what they would need to see, hear, and feel to win their interest and participation.
 - Listen and take good notes.
 - Ignore trends from this discovery work at your own peril.



Finding the words: Workshop

- What are the characteristics of your target participant?
 - Core demographic profile / expanded demo profile
 - Who am I serving?



Finding the words: Workshop

- What fundamental need/opportunity are you trying to address/embrace for these participants?
 - What need(s) am I filling?



Finding the words: Workshop

- Why will your target participants choose to engage with your organization over another?
 - Identifying key differentiators
 - Identifying overlapping/aligned core values
 - What about my org sends all the “right” signals based on what I’ve learned?

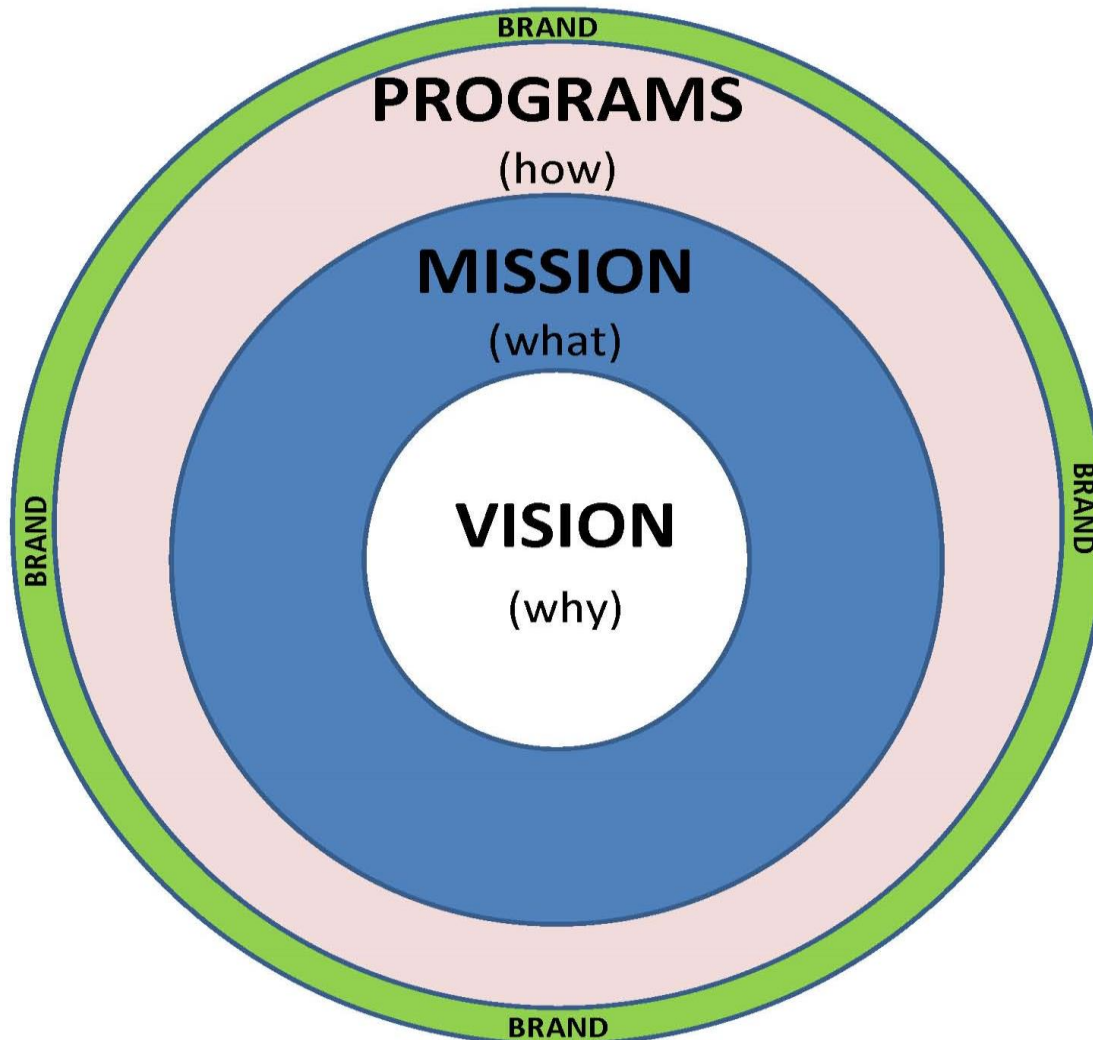


Using the words: Workshop

- A brand strategy or “positioning statement” is a great compass as you build out your organization and its products/services?
 - Template: For (target audience), (brand) is the (category/point of reference) that delivers (benefit/point of differentiation) because (reason to believe).



BRAND: outward reflection of inner organization



Marketing 101: You've heard this before.

- **Never assume. Always ask.**
 - Identify the target participant/demo you will serve and ask them **how they usually access information and how they prefer to receive actionable information.**
 - Ask at least 50 people from one end of your demo to the other **what online and traditional information sources they look to when making choices to participate/support.**
 - Explain your concept and ask them **how and how often they would need to see and hear from you to win their interest and participation.**



Marketing 101: You've heard this before.

- **Never assume. Always ask.**
 - Word of mouth is still king: **Takes at least two personal recommendations to show up or act.**
 - Use the words you've found often. Be consistent. **Check your communications against your brand vocabulary and values. If it doesn't feel right, it isn't.**



Sources, Inspiration, and Resources

- [Simon Sinek, Golden Circle, TED Talk](#)

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

- [The Role of Brand in the Nonprofit Sector, Stanford Social Innovation Review](#)

https://ssir.org/articles/entry/the_role_of_brand_in_the_nonprofit_sector

- [How to Create a Winning Brand Strategy, Nonprofit Pro](#)

<http://www.nonprofitpro.com/article/how-to-create-a-winning-brand-strategy-and-why-its-critical-for-nonprofits/all/>

- [Branding vs. Marketing and What Nonprofits Need to Know, Alizah Epstein](#)

<http://www.thenonprofitvillage.org/branding-vs-marketing-and-what-nonprofits-need-to-know/>



Reflections & Next Steps

*Rabbi Sid Schwarz—Communities of Meaning
April 6, Thursday at 12:30 est.*

Rabbi Jacob Lieberman-- words of Torah

