10 Lessons from a Rebrand

Rebranding CFED to Prosperity Now

PROSPERITY NOW

Lesson One: Listen First

- Hold listening sessions with your staff and board
    - Include clients, partners and funders when possible.
    - Create a safe environment to get real feedback

- Questions to ask:
    - How do you answer the question "what do you do"?
    - How does your elevator pitch differ among different audiences?
    - What 3 personality attributes would use to describe the organization?
    - What words or phrases do you avoid using?
    - What elements, phrases or imagery would you like to see lifted up more in our brand?

- Use the feedback to jumpstart your brand refresh

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Lesson Two: Seek Out Advice

- Learn from those who came before you

- Reach out to everyone you can to ask for advice

- You will get tools and insights that you never would have thought of

- And then pay it forward!

Lesson Three: Get the RIGHT Buy-in

The Who Questions	The Real Answers	How to Use Them
Who wants to be at the table?	Literally everyone	Before and after – not during
Who needs to be at the table?	Dependent on office culture	Formal presentations; Survey for feedback at key moments
Who needs to feel their voice has been heard?	Those with big egos	One-on-one meetings
Whose input do you value?	Strong leaders with good instincts	They are your brain trust. Make them your core team.
Who ultimately will be the decider?	Likely your CEO	Your brand cheerleader
Who will the decider lean on for input?	You or an outlier	Get their buy-in first, before going to your decider

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Lesson Four: Plan Carefully

- Map out contents and events that will best showcase your brand themes

- Choose a time that is a little slower for staff

- Find your alleys in the organization to help (Human Resources, IT, Operations)

- Don't forget the housekeeping tasks

Lesson Five: Create Branding Tools

- Create your Brand Platform (Vision, Mission, Brand Pillars, Brand Personality)

- Develop a Messaging Playbook
  - 3-5 key messages for each area of work
  - How to customize an elevator pitch
  - An overview of your audiences and how you communicate with them
  - Examples of pre and post brand refresh
  - How to use your brand personality in your communications

- Organize your Brand Assets in a Branding Guide
  - Guidelines for logo use
  - Brand colors
  - Updated templates (letterhead, PPT template, One-pagers)

Lesson Six: Conduct a Communications Audit

- Refresh or retool all of your communications channels and tools
  - Website
  - Email marketing
  - Social media
  - Ads
  - Publications, one-pagers or brochures
  - Event templates
  - Word and PPT templates

- Worried you are missing something? Google is your friend!

Lesson Seven: Build your Brand Ambassadors

- Staff and Board
  - Messaging trainings
  - Make brand assets and messaging tools super accessible and easy to find

- Partners
  - Have a roll-out strategy that makes your partners feel important
  - Arm your partners, clients and funders with a marketing toolkit

- Onboard new staff with a brand ambassador training

Lesson Eight: Make it Personal

- Send staff a checklist to update their brand touchpoints
  - Personal social media profiles
  - Bios on your website and on Linkedin
  - Email signatures
  - Voicemail recording
  - Provide them with a template email to share with friends and family

- Craft and practice those elevator pitches! Hold a mocktail happy hour. Set up different mock networking settings so staff can practice on each other.

Lesson Nine: Flip the Switch in One Day

Inform Key Stakeholders

Month-Long Teaser Campaign

Flip the Switch Day

Month-Long Post-Launch Campaign

Lesson Ten: Celebrate! (and then keep it fresh)

- Bask in the success of your new brand!

- Set up your metrics tracking system to measure the impact of your brand
  - Brand Awareness: Web traffic, Google searches, social media impressions
  - Brand Credibility: Media hits, social media engagements, mailing list size

- Do a Quarterly Review
  - Keep your brand fresh by scheduling a review of all of your communications channels and brand assets on a quarterly basis.

  - Create a check-list to use during your review from your Communications Audit