What I Did

- I piloted an educational webinar series that teaches nonprofit organizations how to create, strengthen and manage their own brand.
- The content taught in the webinar was determined by participants via a pre-survey, my professional experience and industry research.
- After the webinar a second survey was sent out to the participants to collect post-webinar feedback.

Why I Did It

- Through personal experience, I noted a large discrepancy between the creative outputs of nonprofits verses the for-profit world.
- Through observation and feedback from stakeholders, I noted a lack of resources in nonprofit organizations – particularly, limited finances and inadequate staffing.
- Surveys also demonstrated a lack of knowledge regarding the importance of visual and brand communication within these organizations.
- Another concern was an unclear and/or inconsistent brand message.

Who I Worked With

- Eight development and marketing staff members from five local nonprofit organizations were project participants. Their organizational roles varied from development associates to seasoned upper management in their respective organizations.

What We Accomplished

CHANGE FOR ME

The skills learned throughout the Claremont Core and Capstone process positively impacted me both personally and professionally. Attaining listening skills, learning how to question my assumptions and gaining insight from the audience that I wish to serve have been the most impactful. Learning how to implement an action research project, and being flexible as the action plan evolved were valuable experiences that I will carry to future projects.

CHANGE FOR PARTICIPANTS

Based on the post-webinar survey results, the participants were positively impacted by this action research project. The participants left the webinar with actionable steps that could be quickly implemented into their communication efforts and lead to positive results. Another positive impact was noticed through conversations and email exchanges with stakeholders. Here the mentions of branding, design and marketing evolved among the nonprofit participants and their organizational teams through the course of this project.

CHANGE FOR THE PROBLEM

Overall the project was successful. Moving from an in-depth webinar or workshop series to a single pilot program kept it manageable within the ten-week timeframe. The strengths were that the solution carried out is a viable one, and met all the goals it set out to achieve – providing access to branding knowledge to nonprofit organizations, making organization self-reliant in the area of communication, and teaching them the benefits of sharing a stronger, more clear and consistent message.

Key References

- Why Great Branding is Non-Negotiable for your Organization (If you want to Change the World), by Harrison, V. (2015, July 28).