What is branding?

Branding is a process to help you identify what makes your program different and inform the public of its purpose and what it offers. When stakeholders of your program understand what makes your program different, they are more likely to engage their support to achieve program goals and objectives.

How to brand your program

1. Schedule a meeting with your program’s stakeholders to assess how your program is perceived.
   - Conduct a Branding, Weakness, Opportunities and Threats Analysis Survey
   - Facilitate a Program Branding – Brainstorming Session

2. Define your program’s uniqueness and carve out a niche.
   - Identify what makes your program different from other similar programs
   - Define what your program “stands for” and on what it will be known
   - Identify how your program will benefit stakeholders better
   - Determine how your program will impact your program participants that they cannot get from your program?

3. Develop your program’s brand message.
   - Create a logo and place your program’s name after, under or above your program’s logo.
   - Use feedback from SWAT analysis and previous exercises to craft a succinct mission statement or program tagline
   - Promote your affiliation with your funders by placing their logo after, under or above your logo
   - Add your logo to everything associated with your program like: brochures, flyers, handouts, websites, and media

4. Enhance your program’s online presence.
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   - Make sure your programs website is easy to find and up to date
   - Create accounts on the following social media sites:
   - Facebook
   - Twitter
   - Instagram
   - LinkedIn

5. Build your network.
   - Get all program stakeholders to “Like” or follow your program online
   - Join NAEH, YouthBuild, and local youth advocate organizations
   - Connect online with all businesses and community based organizations in your area

6. Let others know what you are doing.
   - Take and post pictures of program activities weekly on social media sites
   - Brand pertinent information from YouthBuild and YouthBuild programs to your program’s Facebook Like page
   - Follow news about your program and connect with the social media outlets
   - Create an email distribution list of people who may be interested
   - Create a YouTube Channel and post short promotional videos
   - Ask staff members to add your website and social media links into their email signature

7. Protect your brand.
   - Deliver results to your stakeholders by doing what you agreed to do
   - Consistently let others know what you are doing
   - Be mission, vision and value minded