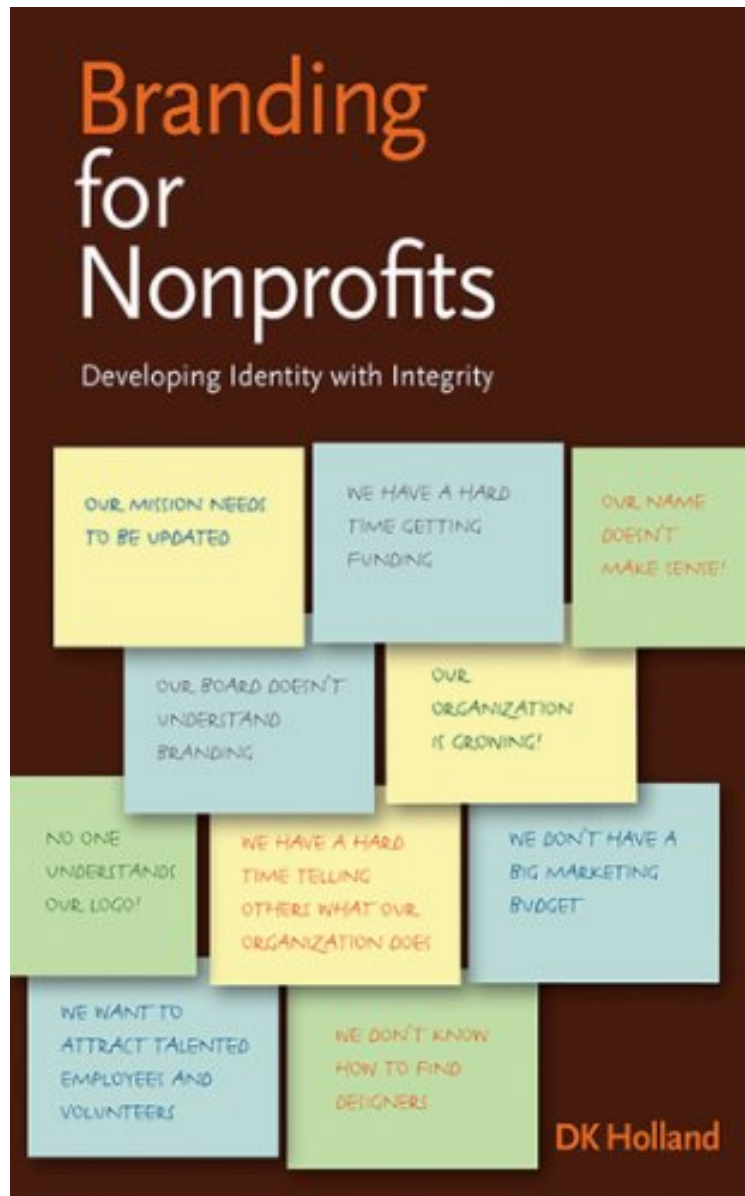


(Read ebook) Branding for Nonprofits

Branding for Nonprofits

DK Holland

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DK Holland : Branding for Nonprofits before purchasing it in order to gauge whether or not it would be worth my time, and all praised Branding for Nonprofits:

3 of 3 people found the following review helpful. Good, but not too realisticBy bigbaosThis is a great book that sheds a lot of insight on working with nonprofits. The examples that it provides (in the visual appendix of successful nonprofit brands and in the written experiences of the author and different designers) are numerous and helpful. I

found it especially useful when the book delved into the processes of one or two brands and how they worked with designers. That being said, I should note however that this book is catered more toward nonprofits than designers. I am myself a designer, and although I found some parts of the book to be helpful, it did little more to inform on working with nonprofits. From a design point of view, it seemed a little too optimistic. All examples are success stories, where the nonprofit board and the designer were completely in sync. In reality though, that hardly ever happens. In my experience, there can be a huge communication gap between the designer and the board, and there weren't enough examples of failures or how failure was avoided to address that.

0 of 0 people found the following review helpful.
Practical introductory guide
By JWaggo
This book is great for boards, Executive Directors, Communications Manager, or even the small one-person dynamo running a nonprofit. It gives you clear steps you can take, considerations, and helps you prioritize.

0 of 0 people found the following review helpful.
Dissapointing
By N. Salas
This book doesn't tell me anything more than I already know. This book is more suited to marketers who are just starting out and need the fundamental basics to get them going.

Branding for Nonprofits provides the processes, tools, and thinking needed to brand or rebrand. Author DK Holland; a pioneer in the field; helps nonprofits approach the rebranding process with confidence and enthusiasm. Case studies reveal real-life situations in which nonprofits have successfully created branding opportunities out of dilemmas, creating a distinctive, clear identity that furthers their mission. Inspiring and demystifying, this book is the essential tool for nonprofits seeking to communicate their important work in a bold voice.

Addresses the connection between branding and fund-raising
There are 1.6 million nonprofits in the United States. Stand out from the crowd!

Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

About the Author
DK Holland has been developing award-winning branding, licensing, promotion, and product development for major clients for more than thirty years. Today she works exclusively with nonprofits. The author of a dozen books, she lives in Brooklyn.