

BARLELE

creative  **shizzle**
Powered by BARLELE

Branding is Fundraising

Your brand experience affects your ability to raise money, and here's how to do something about it.

HI, I'M **TAYLOR**
SHANKLIN.

CEO + Founder of [Barlele](#) & Creative Shizzle,
Motivational Speaker, Brand Builder, and Business
Strategy Coach.
taylor@barlele.com



A LITTLE BIT ABOUT ME SLIDE

- love queso and helping people think outside the box
- hate mosquitos (duh)
- am bad at math
- feeling joyful today
- mom of a dachshund - if you know, you know

Today's Journey: Your Brand Experience

The mindset and the tools to build a great brand for fundraising



Start With Why

Unpacking
Branding

The Steps To
WIN At This

Open Q & A

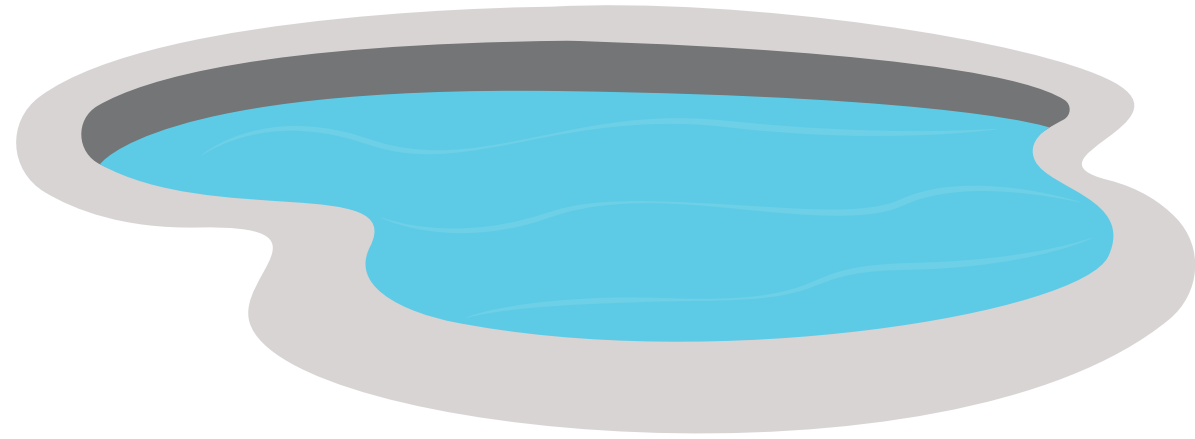
DID SOMEONE SAY



ROAD TRIP?



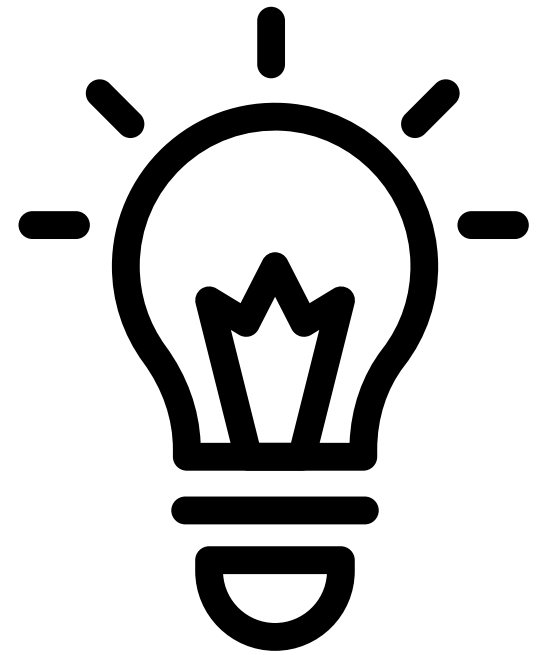
+

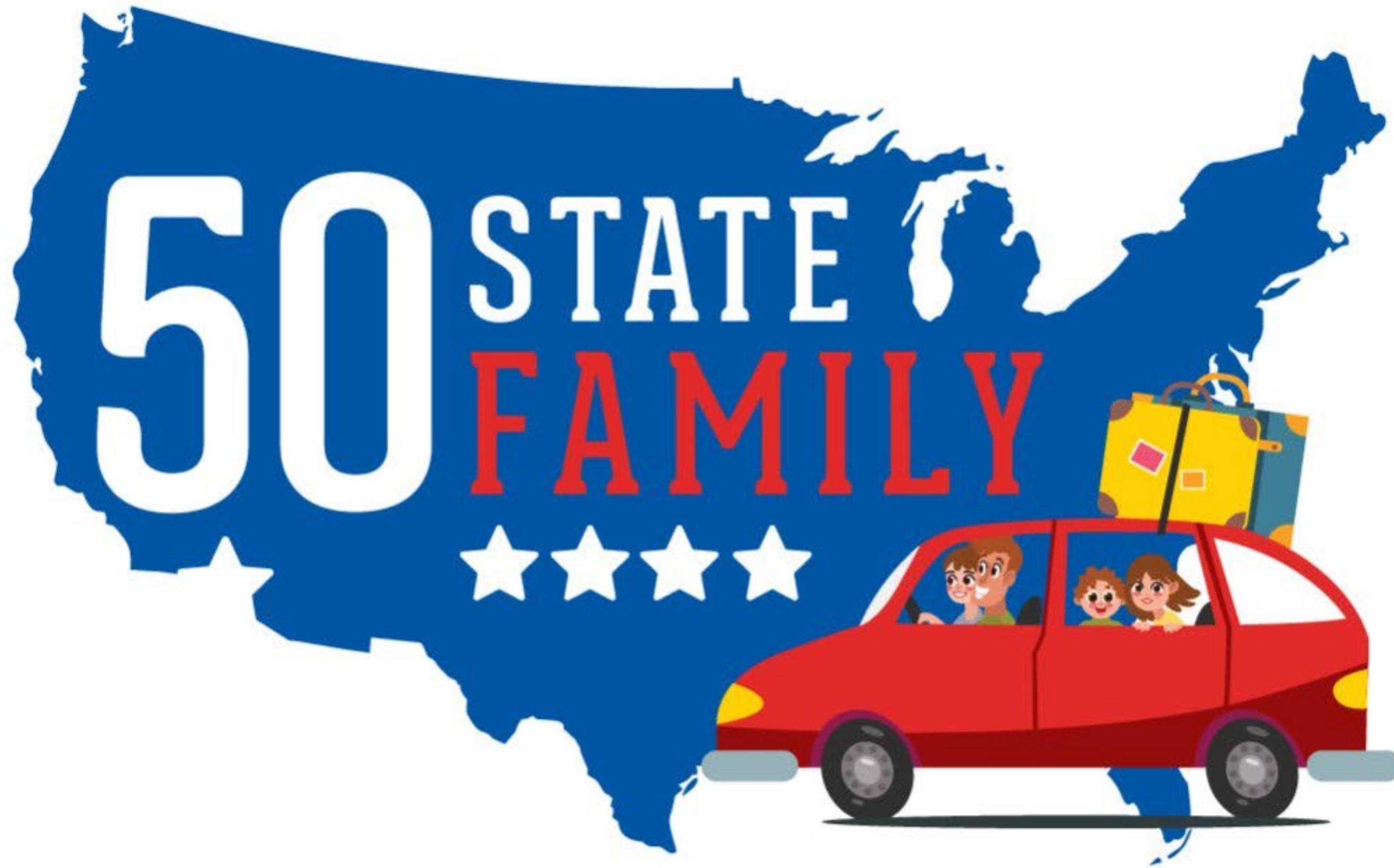


+



=














Hilton

EXPERIENCE of a lifetime.

Taylor, Thank you for staying with us at Hilton St. Petersburg Bayfront Inbox x



Edwin from Hilton St. Petersburg Bayfront <edwinperkinsjr@remingtonhotels.com>

8:54 AM (2 hours ago) ☆ ↶ ⋮

to me ▾

Dear Taylor,

Thank you for staying with us at the Hilton St. Petersburg Bayfront for 1 night in room #906 in one of our 1 King Bed Rooms. It is our team's goal to meet or exceed your expectations and hopefully earn enough of your trust to recommend our hotel to your friends and family.

We hope your OVERALL EXPERIENCE was an excellent one. If your stay was less than Excellent, kindly let us know, so we can follow up as appropriate. If you do receive a survey from Hilton Worldwide, kindly share the names of any associates who were especially helpful to you, so we can recognize their efforts.

As a Hilton Honors Gold Member, we greatly appreciate your loyalty.

If you're missing us already (like we are of you!), please follow our [Facebook Page](#) to keep in touch. I hope you have safe travels back to wherever your final destination may take you. We look forward to having you as our guest again soon.

Yours in Hospitality,

EDWIN PERKINS
Front Office Manager

Hilton St. Petersburg Bayfront
333 1st Street South
St. Petersburg, FL 33701

T 727-894-5000
F 727.894.5000

edwinperkinsjr@remingtonhotels.com
stpetersburg.hilton.com

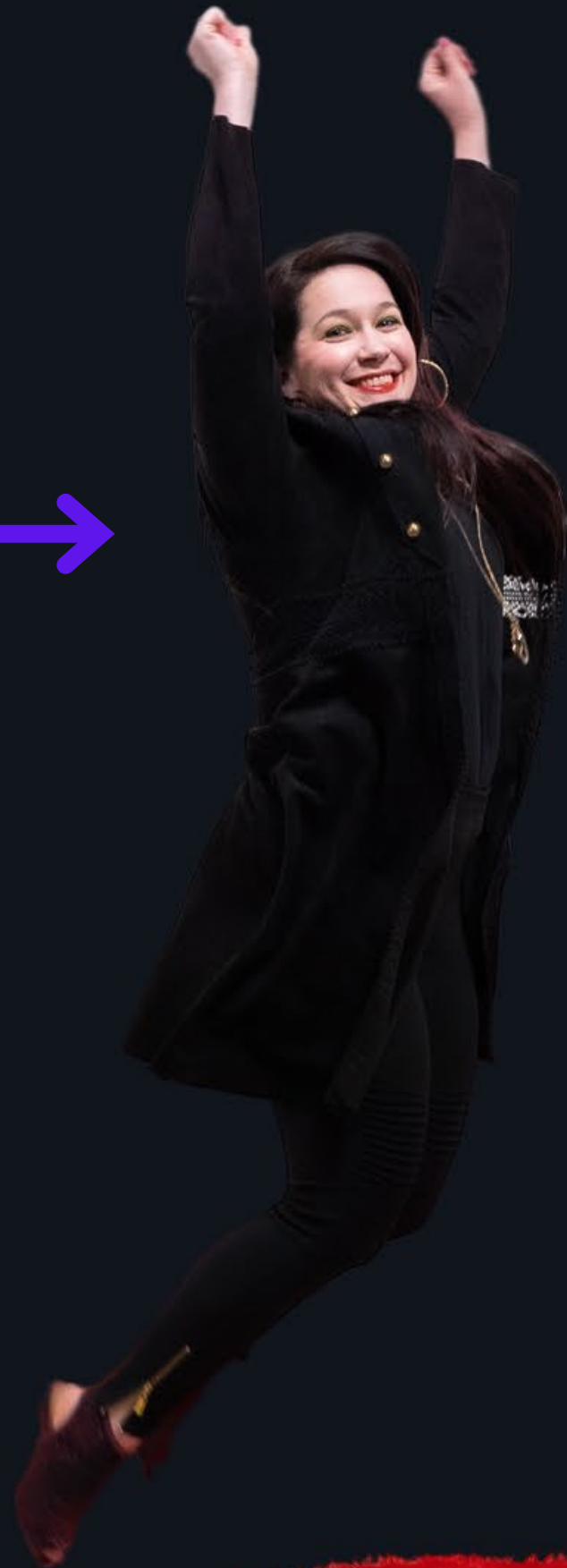
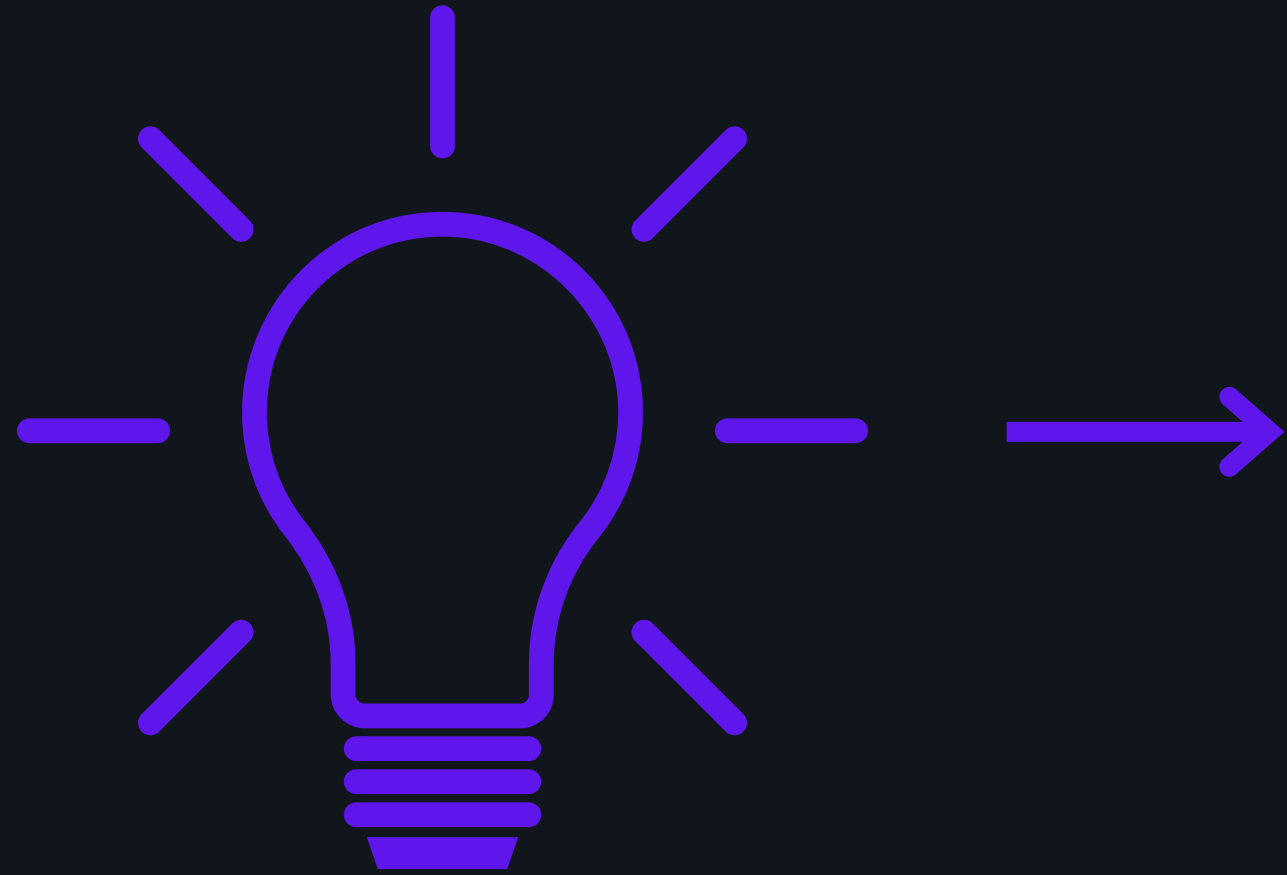
NOTICE: This email contains confidential information solely for the use of the intended recipient(s). If you are not said recipient your use, disclosure or other distribution of any information included herewith is STRICTLY PROHIBITED, and you are instructed to notify the sender immediately and delete this email, all copies and attachments.

↶ Reply

↷ Forward

today's
consumer
cares about
EXPERIENCE





today's
modern
donor
cares about
EXPERIENCE



Let's talk about why

branding affects fundraising + revenue

5-7

That is the number of times it takes someone to remember your brand.

Did you **Know** ?



a mind-blowing

stat

80% of brands believe
they deliver great
consumer experiences.

Only 8% of consumers
agree.

*Cannes 2018 International Festival of
Creativity
(Bain & Company, Global management
consultancy)



You are competing for attention for all these things happening in your donors and prospects' lives. Competing with...

soccer practice

a boss breathing down my neck

the news

what feels like 1,001 messages flying at us every 60 seconds across twitter and facebook and tik tok

a lot of brands out there looking and sounding the same

a lot of marketing campaigns looking and sounding the same

oh, wait, i'm late to my next meeting

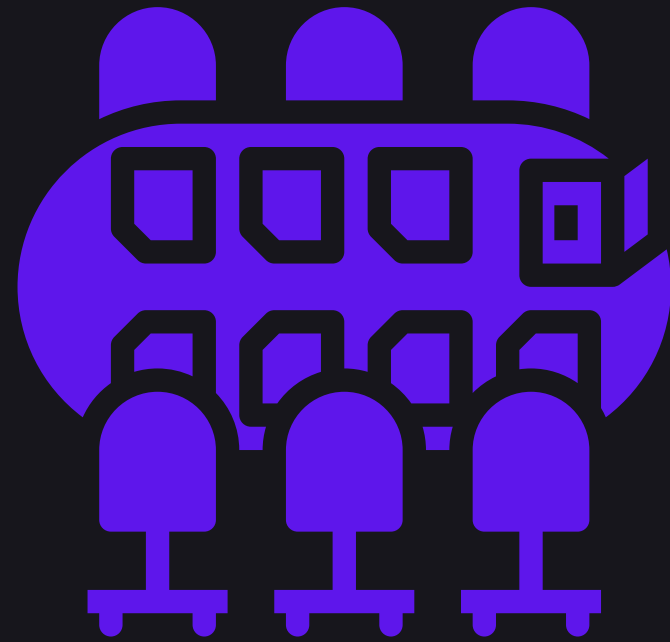
the list goes on.....



a day in the life

OF YOU

CEO / ED

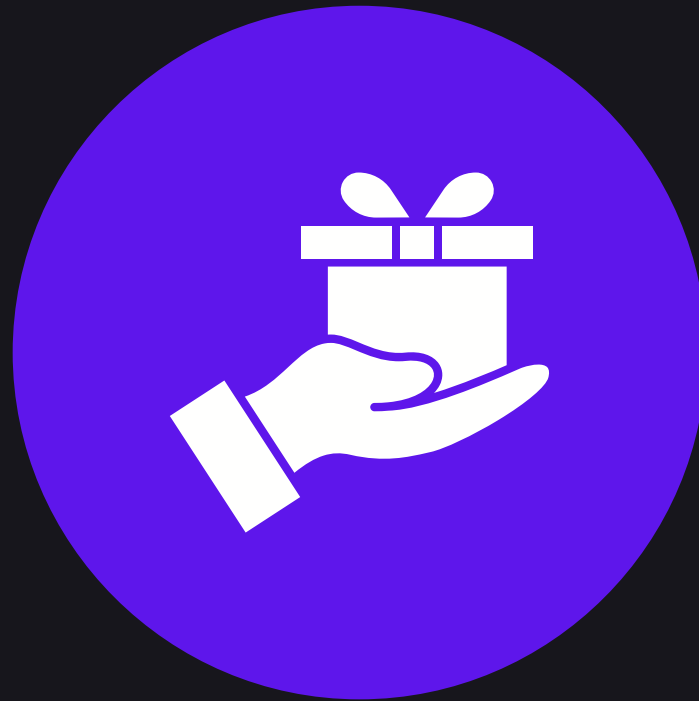


😬 How can I keep my board happy?

😬 How can I manage my time? And the team's time?

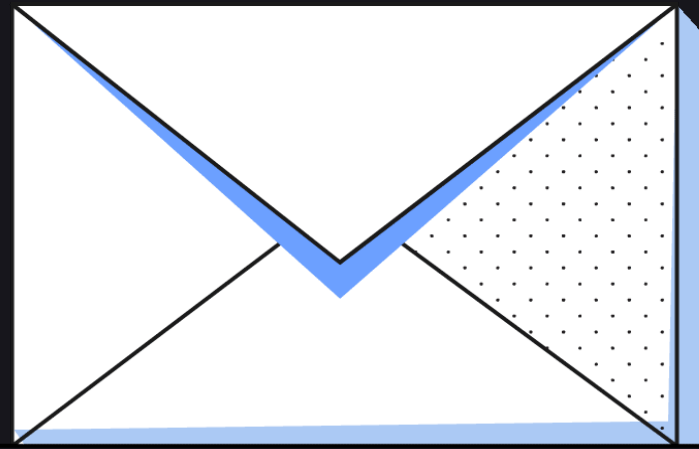
😬 OMG, what am I doing? I am an imposter.

Development



- 🙄 Which donors are due for a visit?
- 🙄 How will we hit our numbers?
- 🙄 OMG, I cry on Mondays, Wednesdays and Thursdays

Marketing



🙄 Should we send our emails at 10am on Tuesday or noon on Thursday?

🙄 What's with all this social media? Do I have to be on Tik Tok, Threads, what IS HAPPENING WITH TWITTER????

🙄 OMG I am drowning

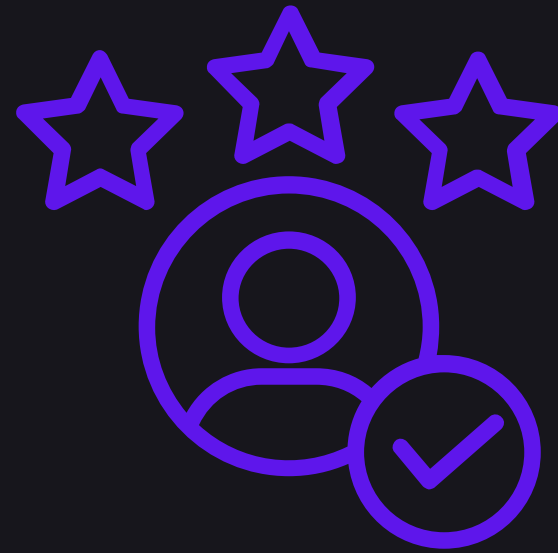
Programs

🙄 How do we get people to show up?

🙄 How can we get people to fundraise at our walk and not just walk at our walk?

🙄 OMG, I cry on Mondays, Wednesdays and Thursdays

Branding



Do people even understand what we do
and why it matters to them?





A brand is how
people experience
you - as a whole
body of work.
Interaction upon
interaction.



When Apple released the first iPod, they did NOT sell the mp3 player with the most storage.



Apple DID put:
"1,000 songs in your pocket."

They connected their product to you
on a personal, emotive level.





It matters because...

"1,000 more hugs with mom."



It matters because...

"1,000 more music lessons for underserved kids."

It matters because...

"1,000 more meals get served."



It matters because:

"1,000 more elephants now roam safely."



Each and every one of you

has the story of 1,000 somewhere



branding is **D**ifferentiation



AUTHENTICITY

Own your truth as an organization.

RELEVANCE

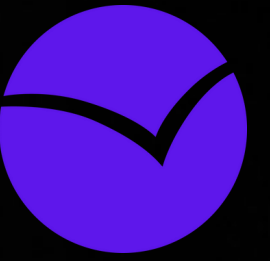
+

CLARITY

What matters to the person on the other side of your brand.

STORY

Storytelling creates common ground between you and your audience.



marketing is **A m p l i f i c a t i o n**



CADENCE

Getting attention on a regular, consistent cadence

CHANNEL

Go where the people go

CALL TO ACTION

Bringing value, and then giving a clear call to get involved, give, etc.

the 3 pillars

to cut through boring

Brand
Essence

Brand
Message

Brand
Identity

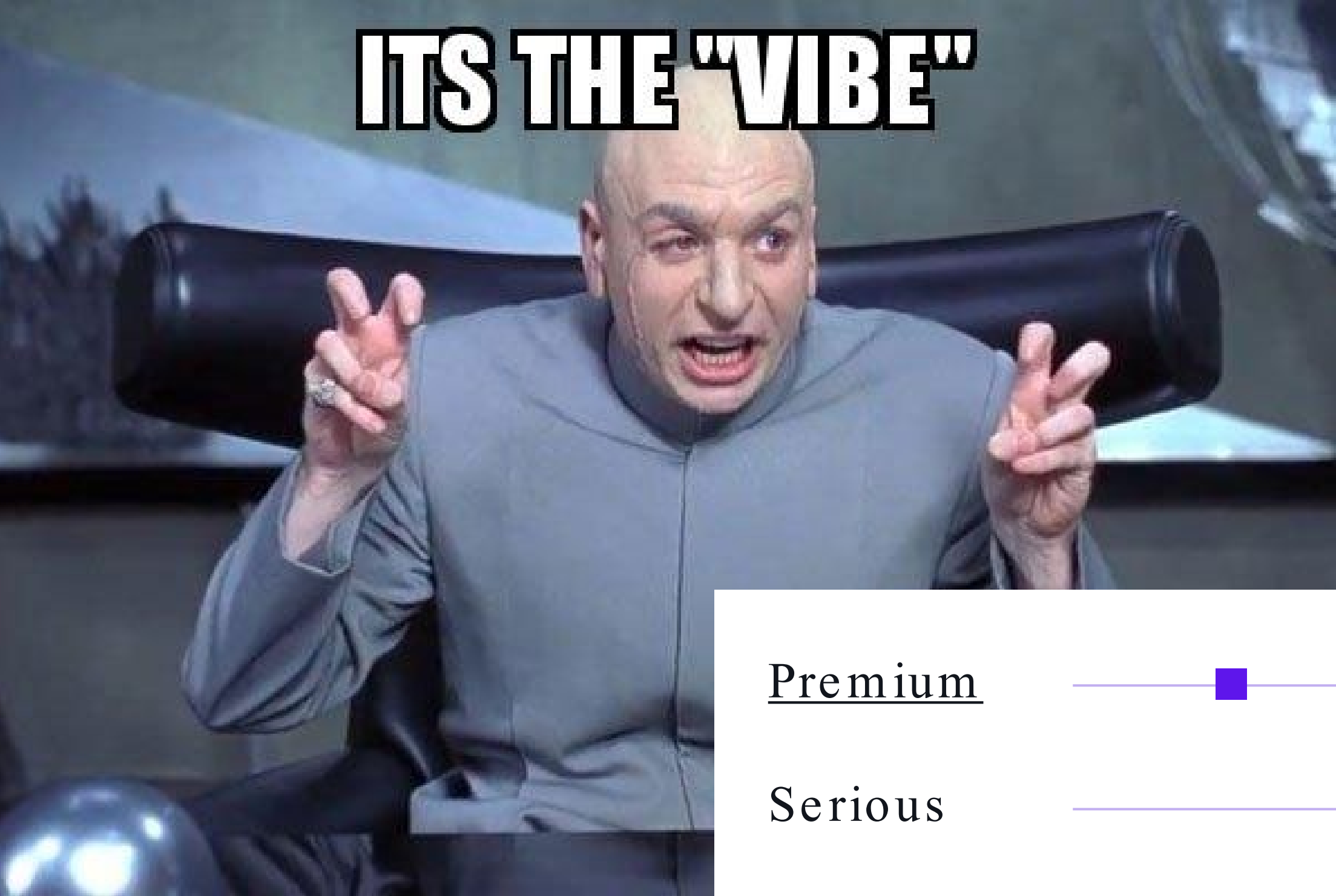
Brand Essence

The feeling people get when your brand walks into their room

Personality | Purpose | Vision | Mission | Values



ITS THE "VIBE"



Premium



Mass Appeal

Serious



Playful

Friend



Authority

Classic



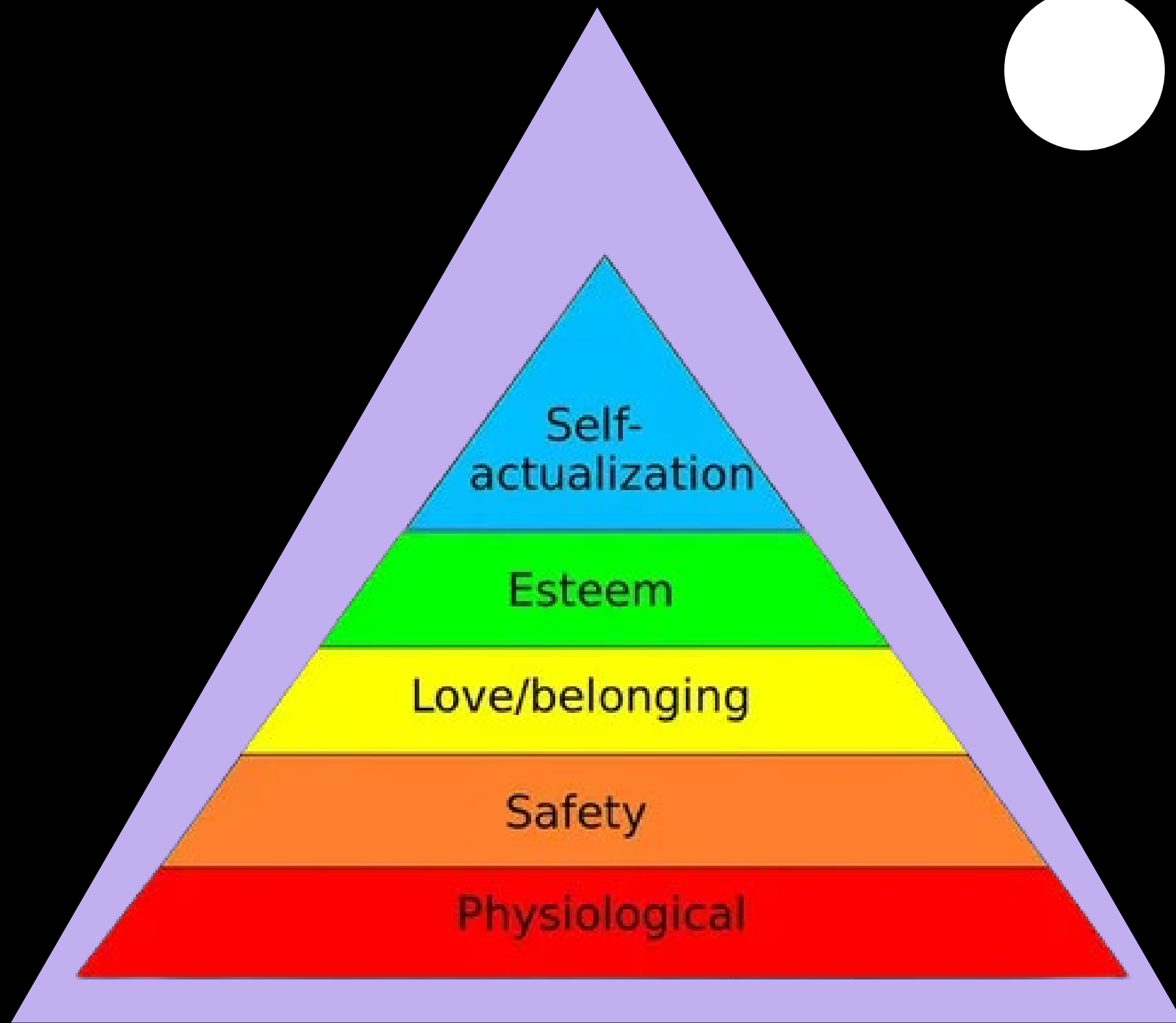
Innovative

Respectful



Irreverant

MASLOW'S HIERARCHY OF NEEDS



Brand Message

Why does it matter to them?

Get into your audience's head.

What do they care about?

How do you fit into their personal or professional aspirations?



A very brief version of the StoryBrand way

A character



with a problem



a guide comes along



and has an easy plan

and a clear call to action leading to > transformation



Brand Identity

What does it look, sound and feel like?

How you connect through the senses...

- Logo
- Colors
- Typography
- Imagery
- Type of media



COMBINING THE SENSES



WHEN YOU WANTED A POOL FOR CHRISTMAS


BONUS pillar

**BUT GOT A JELLY OF THE
MONTH CLUB SUBSCRIPTION INSTEAD**

Consistency

23%

Presenting a brand consistently across all platforms can increase revenue by this much.



A brand is a living
and breathing
entity that evolves.

every great brand
started with the first step

One step per day.

