



Catalyzing growth for  
nonprofits and social  
impact organizations

**OUR MODEL**

We lead change and accelerate growth that makes your mission more effective.

  
**Where you are**

**Clarify**

We help you define your story so it's unforgettable.

**Design**

We create a visual identity that builds trust and connection.

**Activate**

We provide digital tools that engage your audience and drive action.



**Where you want to go**



# Messaging & Branding Strategies for Effective Fundraising



**You Can't Fund a  
Mission No One  
Understands.**



**Great Storytelling  
Starts With High-  
Quality Branding**

## **What is a Brand?**

It is the perception people have of an organization shaped by its messaging, visuals, and experiences.



# Walmart

**Core Focus:** Low prices, efficiency, and high volume.

**Slogan:** "Save Money. Live Better."

**Primary Audience:** Price-sensitive consumers who prioritize affordability, convenience, and access to everyday essentials.

**Branding Elements:** Simple, often utilitarian look and feel that emphasizes affordability.

**Marketing:** Promotions and sales focused on the lowest prices.

# Target

**Core Focus:** "Cheap chic," quality products, curated experience.

**Slogan:** "Expect More. Pay Less."

**Primary Audience:** Families and younger demographics who value style, quality, enjoyable experience.

**Branding Elements:** Stylish and modern aesthetic, collaborations with designers. Unique products.

**Marketing:** Emphasizes trendiness, design, and a positive experience.







# Myrtle Beach

**Focus:** Family-friendly, active beach vacations, entertainment, and value.

**Keywords:** Beach, vacation, fun, family, entertainment, boardwalk, nightlife, golf.

**Branding Elements:** "The Beach Brand," emphasizes local and visitor connections. Known for high-rise resorts, entertainment options, and boardwalk.

**Target Audience:** Families, college crowds, and tourists seeking a classic beach experience.

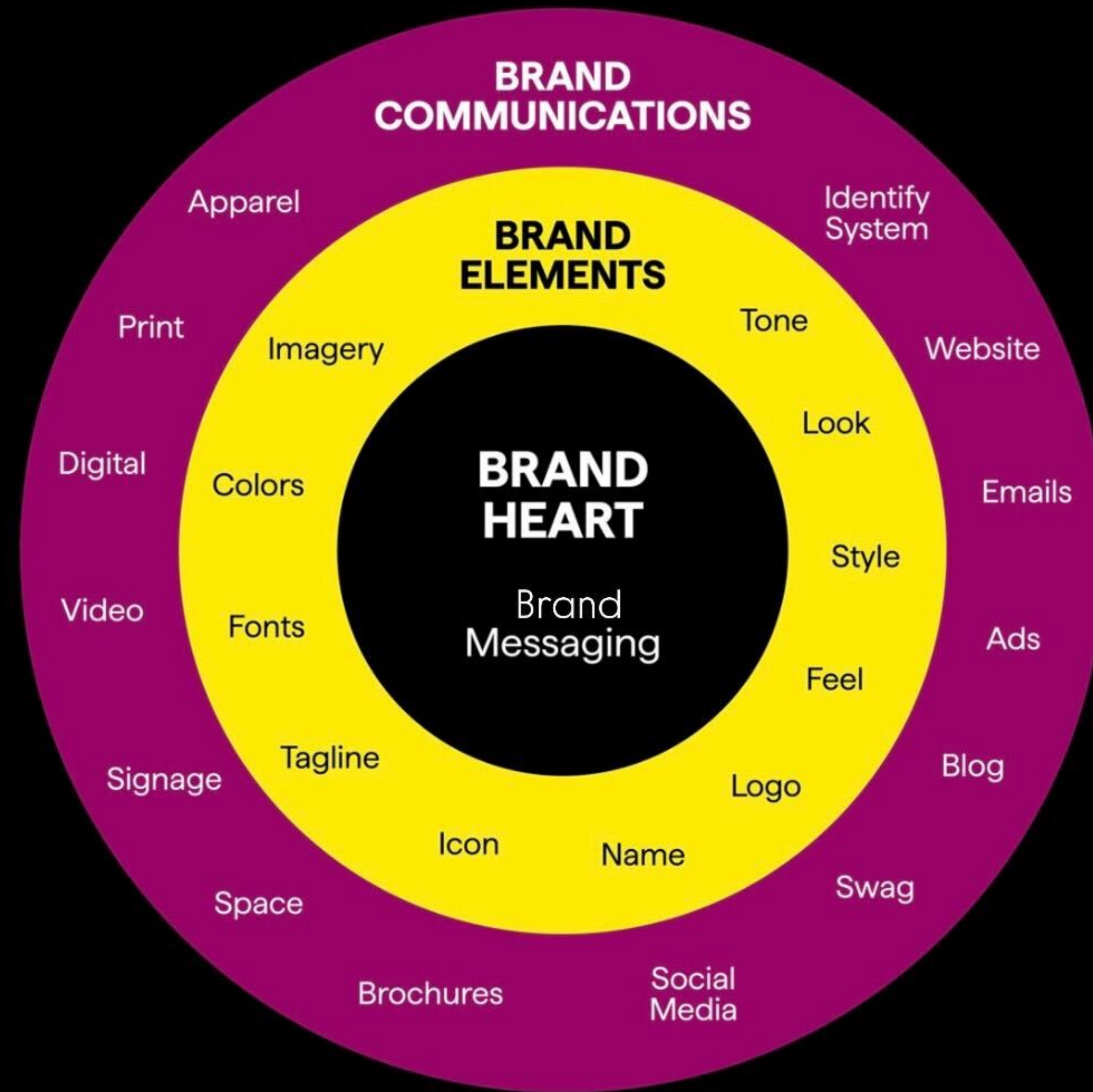
# Charleston

**Focus:** Historical charm, luxury living, refined dining, and Southern culture.

**Keywords:** History, architecture, dining, luxury, Southern charm, unique, elegant.

**Branding Elements:** "Aedes mores juraque curat" (She guards her buildings, customs, and laws), reflects civic pride and historic heritage.

**Target Audience:** People seeking cultural experiences, upscale dining, and a relaxed, refined atmosphere.



# Why Branding Matters in Fundraising

## **Internal Alignment:**

A brand guides decisions, priorities,  
and culture across teams.

# Why Branding Matters in Fundraising

## **Emotional Connection:**

Answers the questions, “Why should people care about this organization? How does it inspire them to take action?”



# Why Branding Matters in Fundraising

## **Reason for Being:**

Answers the questions “Why does this organization exist? How does its purpose guide decision-making and engagement?”

# Why Branding Matters in Fundraising

## **Crisis Resilience:**

Purpose-driven brands offer clarity and trust in difficult and uncertain times.

# Why Branding Matters in Fundraising

## **Social Impact:**

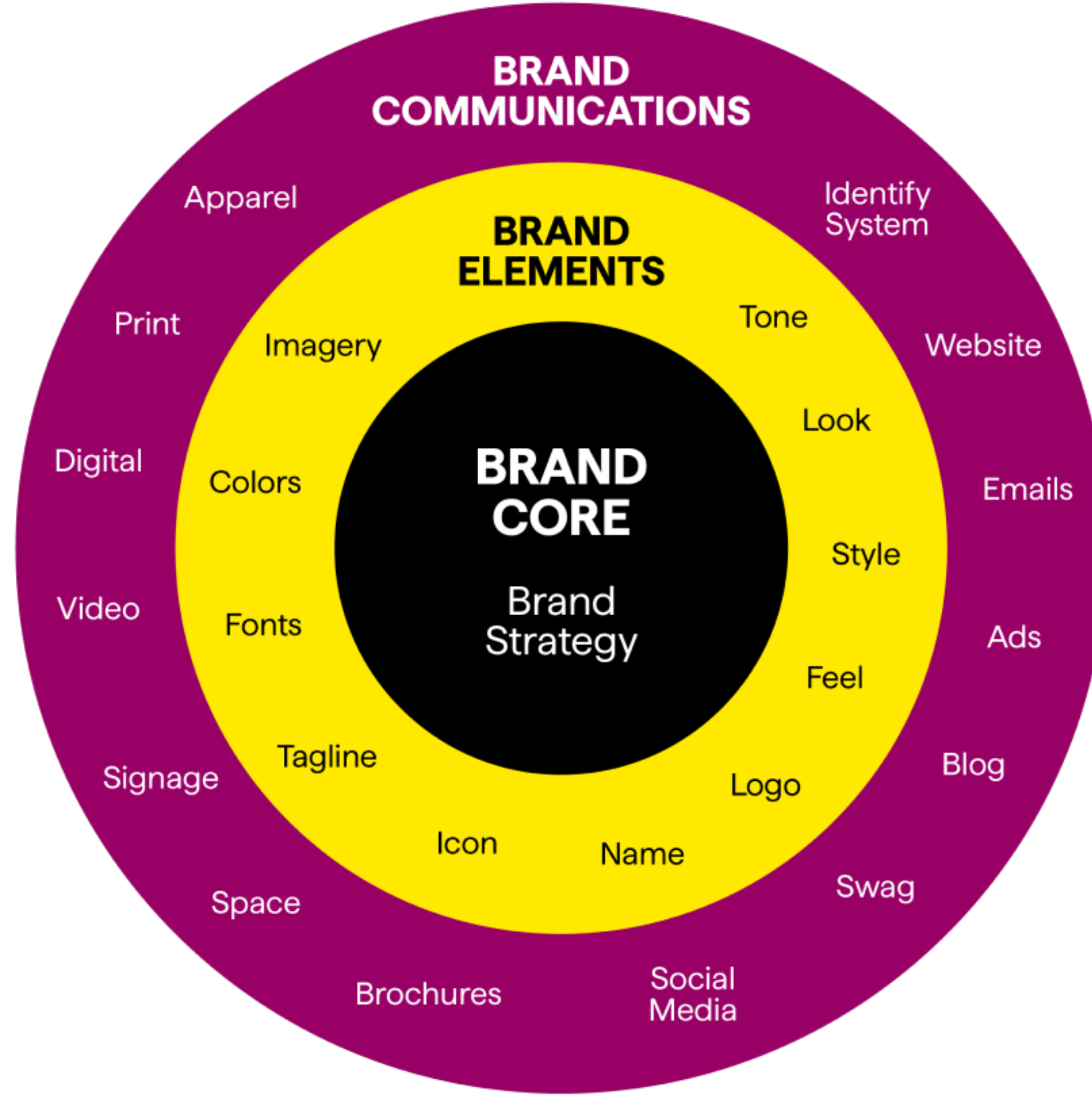
Strong brands drive love, build trust, and step up where society needs them most.

# Why Branding Matters in Fundraising

## **Credibility:**

A professional brand helps you be taken seriously and ensures your brand aligns with your capacity to steward major gifts and significant partnerships.

**The CEO/ED Must be  
the Chief Ambassador  
of the Brand**



# **Six Ways to Establish a Strong Foundation For Effective Fundraising**





# Six Ways to Establish a Strong Foundation For Effective Fundraising

## 1. Start With Why



An abstract 3D rendering of geometric shapes, including cubes and cylinders, in a dark, moody environment. The shapes are illuminated from below, creating a strong glow and casting long shadows. Two bright yellow spheres are also visible, one near the top and one near the bottom left. The overall aesthetic is modern and minimalist.

# **Six Ways to Establish a Strong Foundation For Effective Fundraising**

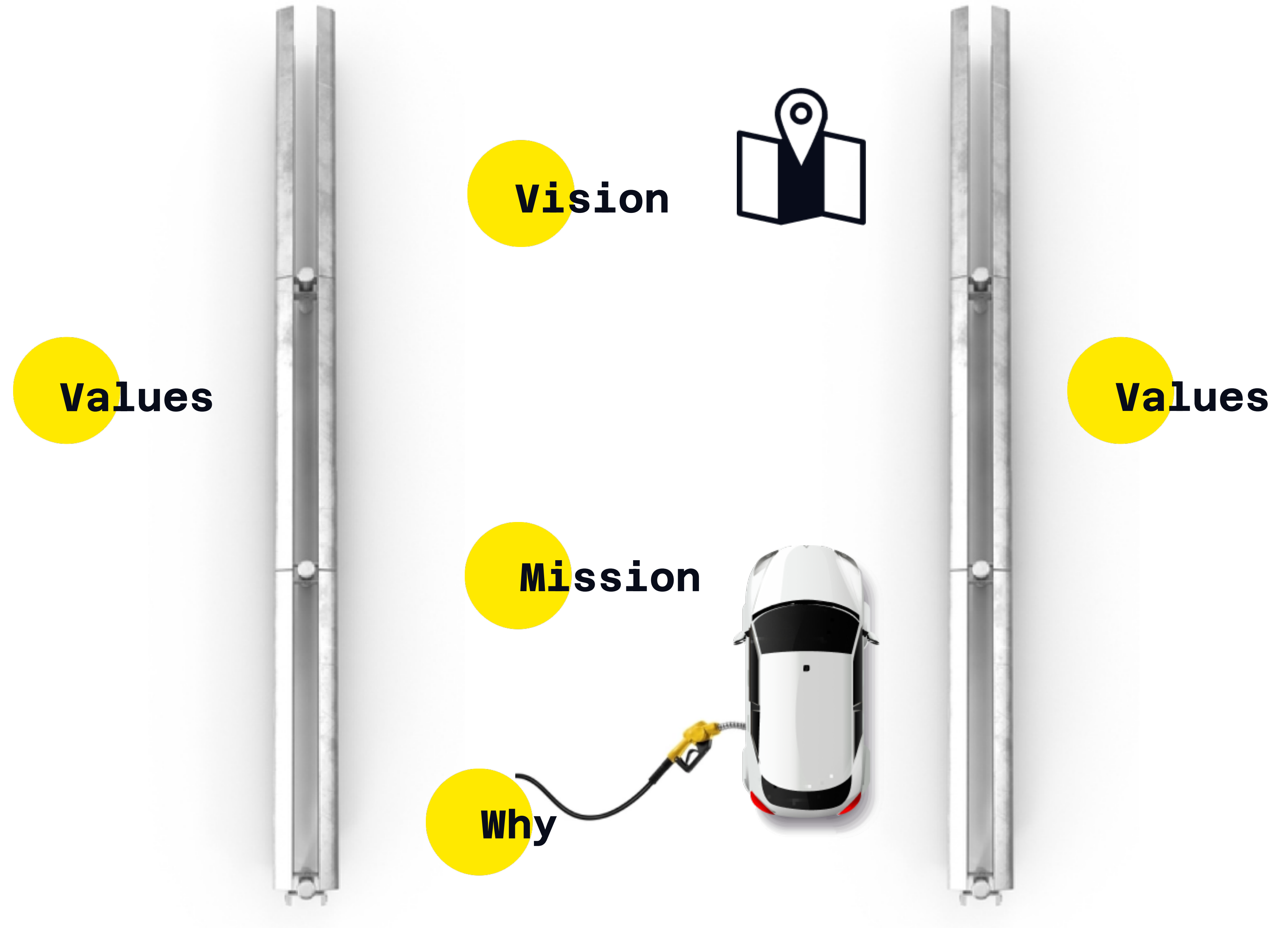
## **2. Set a Big Goal**



# Six Ways to Establish a Strong Foundation For Effective Fundraising

## 3. Establish Core Messaging

# Vision Mission & Core Values



# Vision Mission & Core Values

## Vision

We envision a world where education honors each child's unique potential, where learning is joyful and meaningful, and where today's curious minds become tomorrow's compassionate leaders who create positive change in their communities and beyond.

## Mission

To ignite curiosity and foster lifelong learning through personalized instruction and innovative projects, empowering students to develop critical thinking, resilience, and creativity while preparing them to make meaningful contributions to their communities.

## Values (Promise)

Creative Minds Microschool promises to provide a **personalized, engaging learning experience** that ignites each student's **curiosity** and **passion for lifelong learning**. Through project-based, hands-on instruction, we empower students to build **critical thinking skills**, **resilience**, and **confidence** in an environment where **creativity and diverse perspectives** are celebrated. Our commitment is to nurture the **holistic growth** of every child, equipping them with the knowledge and skills needed to **thrive in an ever-evolving world** and contribute meaningfully to their communities and beyond.





# Vision Mission & Core Values

## Values

- Small classroom size
- Personalized learning
- Curiosity
- Passion for learning
- Hands-on instruction

## Vision

A world where education honors each child's unique potential... Where curious minds become tomorrow's compassionate leaders who create positive change.



## Mission

Igniting curiosity, Personalized instruction, Empowering students, Developing critical thinking...

## Why

Today's educational landscape is failing too many children.



## Values

- Broadened participation
- Upward mobility & wealth building opportunities for MBEs

- Resilience
- Confidence
- Meaningful contribution



# **Six Ways to Establish a Strong Foundation For Effective Fundraising**

## **4. Center the People You Serve**

An abstract 3D rendering of geometric shapes, including cubes and cylinders, in a dark, moody environment. The shapes are illuminated from below, creating strong highlights and shadows. Two bright yellow spheres are also visible, one near the top and one near the bottom left. The background is a dark, textured surface.

# **Six Ways to Establish a Strong Foundation For Effective Fundraising**

5. Be Clear About Who You Serve and Why Your Work Matters





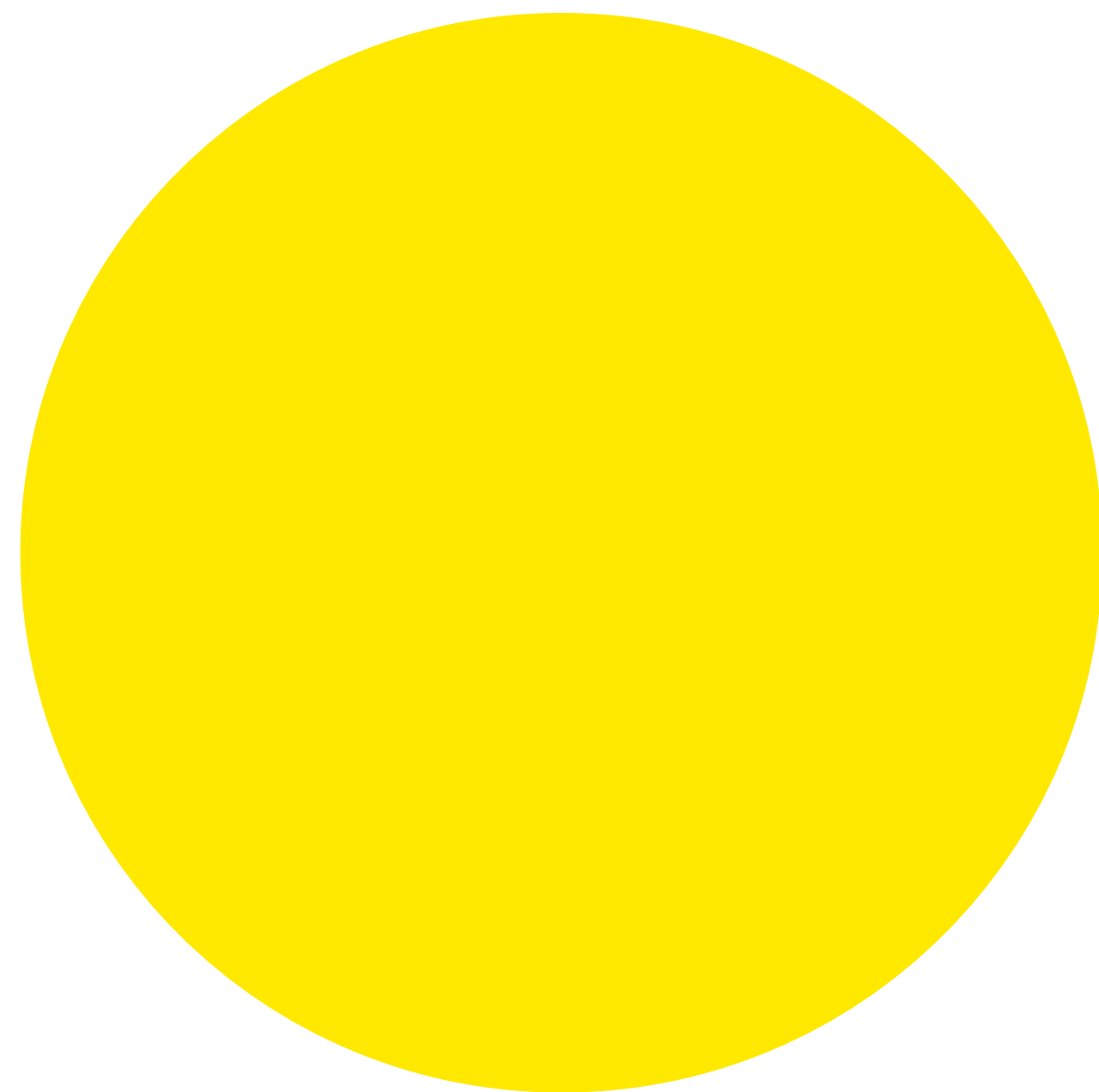
# **Six Ways to Establish a Strong Foundation For Effective Fundraising**

6. Communicate Outcomes,  
Not Just Outputs

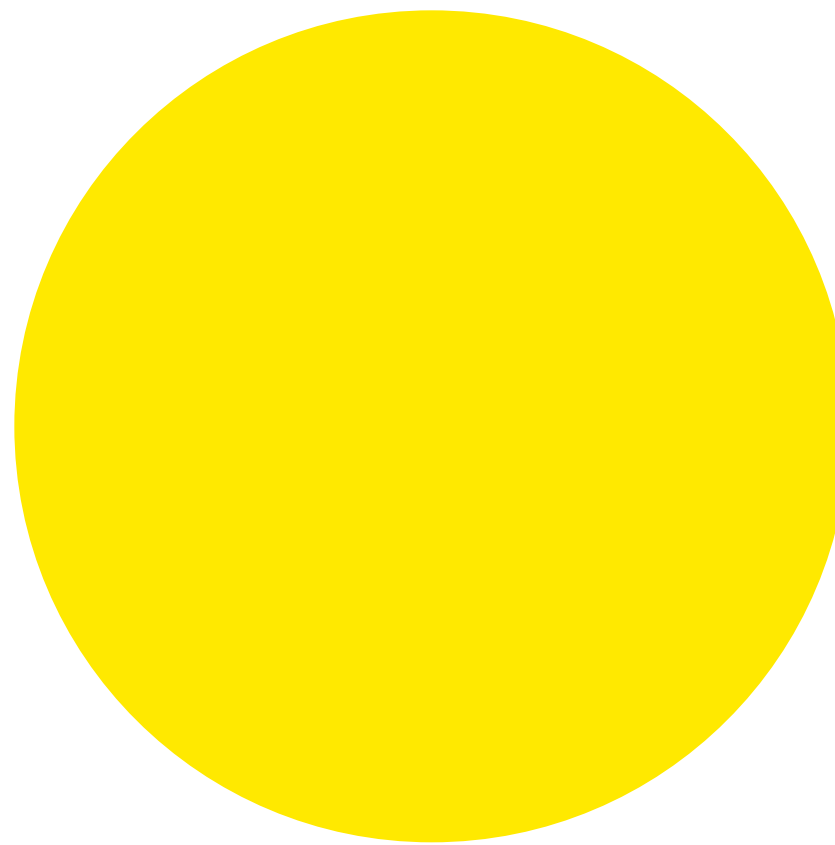


# **Engaging Your Audience & Building Community**

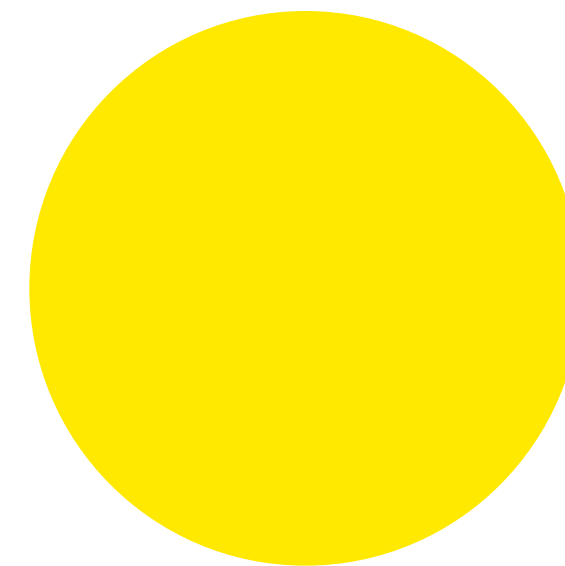
# The Four Spaces of Belonging & Engagement



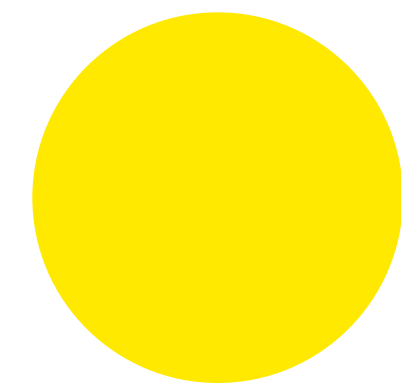
**Public Space**  
12 Feet Apart



**Social Space**  
4 Feet Apart

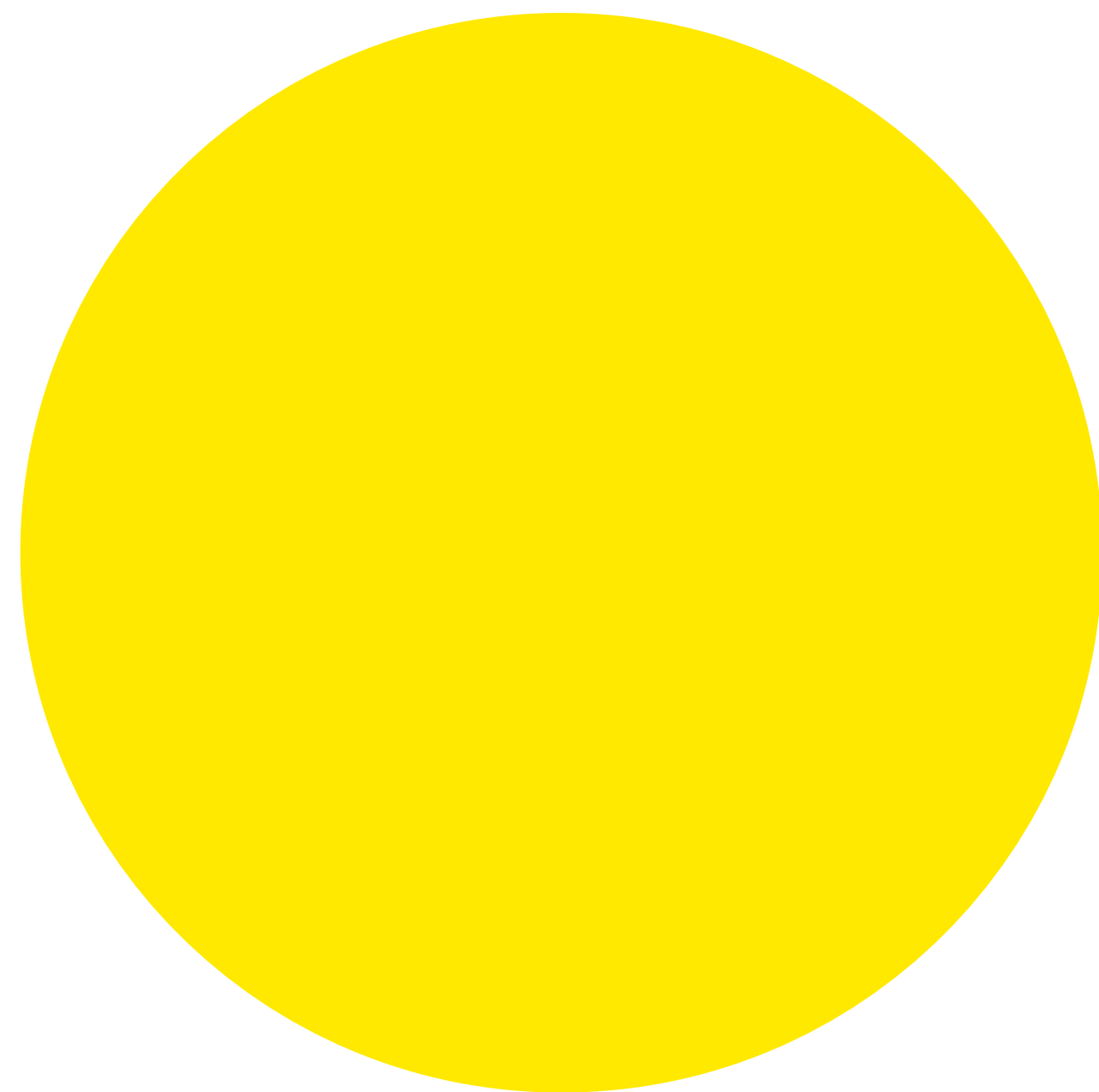


**Personal Space**  
12-4 Feet Apart

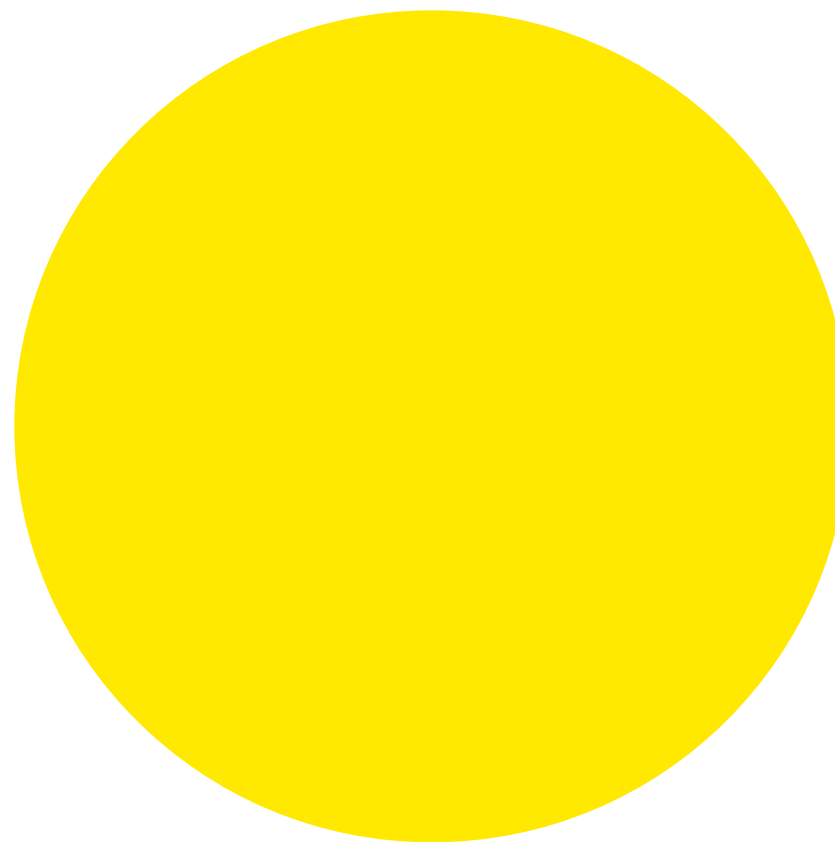


**Intimate Space**  
18 Inches Apart

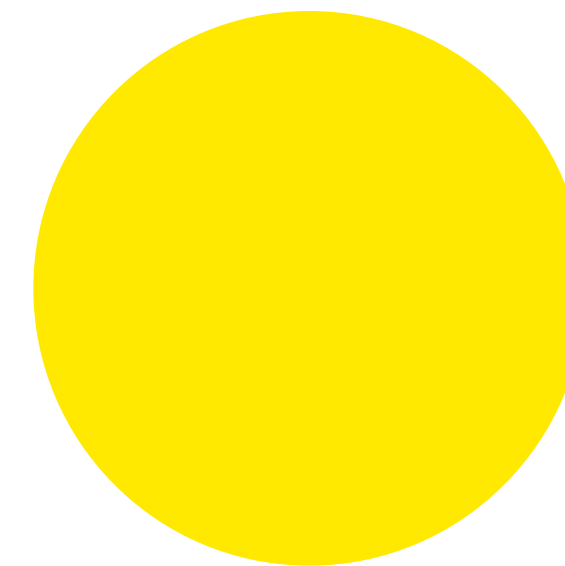
# The Four Spaces of Belonging & Engagement



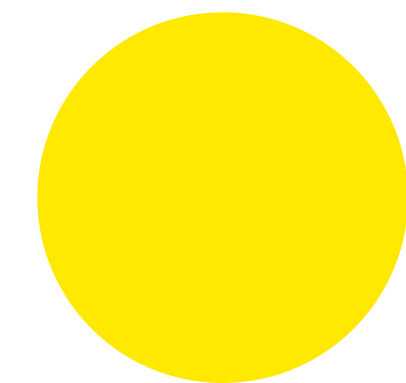
**Public Space**  
The Sidewalk



**Social Space**  
The Front Porch



**Personal Space**  
The Living Room



**Intimate Space**  
The Kitchen Table



# The Sidewalk

*First Impressions*

**Who:** Strangers

**Need:** Clarity

**Connection:** Informal

**Content:** Simple

**Invitation:** Inquire





# The Front Porch

*Where curiosity turns  
into interest.*

**Who:** Acquaintances

**Need:** Connection

**Connection:** Casual

**Content:** Inspiring

**Invitation:** Follow





# The Living Room

*Where relationships go deeper.*

**Who:** Friends

**Need:** Belonging

**Connection:** Personal

**Content:** Sincere

**Invitation:** Engage





# The Kitchen Table

*Shared Vision &  
Partnership*

**Who:** Family

**Need:** Ownership

**Connection:** Familial

**Content:** Honest

**Invitation:** Invest



Space	Who	Needs	Connection	Focus	Invitation
Sidewalk	Strangers	Clarity	Informal	Simple	Inquire
Front Porch	Acquaintances	Connection	Casual	Inspiring	Follow
Living Room	Friends	Belonging	Personal	Sincere	Engage
Kitchen Table	Family	Ownership	Familial	Honest	Invest



# Discussion

# Five Vital Qualities of Effective Fundraising

- Simple
- Clear
- Consistent
- Compelling
- High-Quality





CONTACT

Search...

npower

Students ▾

Partners ▾

Take Action ▾

About ▾

DONATE

# Build a career in tech—for free.

We believe you hold the power to drive change.  
Our **free** learning pathways will give you the  
tools to unlock a new career.

APPLY TODAY







## Young Adults

We equip young adults from under-resourced communities with the skills and confidence to launch successful careers, fostering personal growth.

*\*Young adults represent 70% of the community we serve.*



## Women

We empower women from under-resourced communities with comprehensive upskilling and support that serves as a bridge to fulfilling, high-growth careers.

*\*Women make up 31% of the individuals we serve.*



## Military Connected

We provide tailored tech training and career development for transitioning military, veterans, and military spouses, transforming their experiences into thriving civilian careers.

*\*Military-connected individuals represent 30% of the people we serve.*



# Our Approach



## Technology Training

We offer extensive tech training and certifications that prepare students for success.



[Learn More](#)



## Job Placement

Graduates are placed in positions, earning an average of three times their previous income.



[Success Stories](#)



## Career Advancement

Alumni are offered ongoing support to help them create wealth and achieve their professional goals.



[Learn More](#)

# Discussion:

What can your marketing & communications team do to make fundraising more effective?

# Key Takeaways

1. Clear Messaging is Your  
Anchor in Times of Uncertainty

# Key Takeaways

## 2. Bridge the Gap Between Your Mission & Donors



# Key Takeaways

## 3. Clarity Creates Confidence— For You and Your Supporters

# Key Takeaways

4. You Can't Afford to Leave  
Messaging to Chance

# Question & Response



# Other Resources

[Our Work](#)

[Free eBook](#)

[Implications of Current  
Administration](#)

[DEI Messaging Guidance](#)

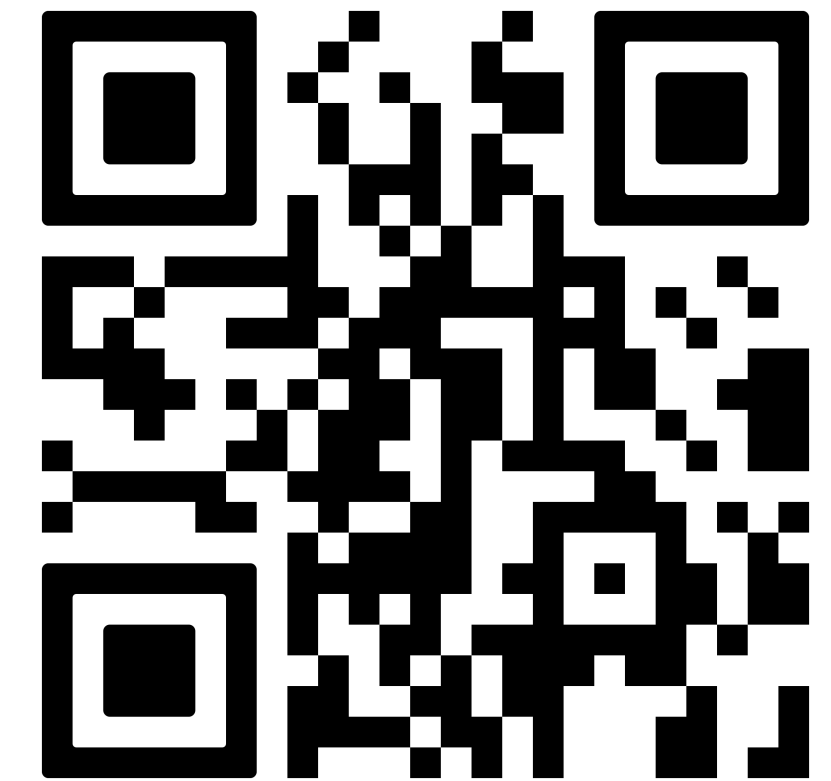


**Todd  
Hiestand**

todd@meetliminal.com



meetliminal.com



**Kemah  
Washington**

kemah@meetliminal.com