



THE SCIENCE OF BEING SEEN

HOW BRAND CONSISTENCY
DRIVES DONOR BEHAVIOR

We help organizations
unlock opportunities
**by combining
strategy, creativity,
and an unmatched
media advantage.**



OUR PARTNERS



We can't afford marketing.

It's overhead.

Our work speaks for itself.

Branding is corporate.

Marketing isn't fundraising.

THE MYTH

Every dollar spent on marketing is a dollar not spent helping our mission.

REALITY CHECK

Nonprofits investing in marketing achieve higher long-term revenue growth and more diversified donor bases.

THE MYTH

Marketing and brand-building are reserved for big organizations.

REALITY CHECK

Consistency and distinctiveness can have a big impact, no matter the scale.

THE MYTH

The impact of our mission should be self-evident.
Marketing feels unnecessary.

REALITY CHECK

You are competing in a crowded attention economy.

“We are fighting
for heart, wallet
and mindshare of
consumers.”

Brady Josephson



MARKETING =
MISSION
AMPLIFICATION

MARKETING EFFECTIVENESS PRINCIPLES

- ① The power of distinctiveness
- ② The long and short of it
- ③ Emotion drives action

THE POWER OF DISTINCTIVENESS

VISUAL

Logos
Colors
Fonts
Characters
Photography
Packaging
Icons

AUDITORY

Jingles
Sound logos
Sonic elements

VERBAL

Slogans
Taglines

SENSORY

Taste
Textures
Scents

PRINCIPLE #1



i'm lovin' it™



THE GREAT RALEIGH CLEANUP



Community + Impact

Harnessing the power of community to create a cleaner,
greener Raleigh—one litter cleanup at a time.



ADOPT THE BLOCK 300 BAG CHALLENGE

TG RC
SEP 22
TO
DEC 21



Distinctive brand
assets build
mental availability.



BYRON SHARP



JENNI ROMANIUK

PRINCIPLE #1

84%

Of people say they are more likely to donate to an organization they immediately recognize.

Kantar Brand Research & Edelman Trust Barometer, 2022–2023

23%

Nonprofits with consistent branding across channels see up to 23% higher average donation values.

Marq (Lucidpress) Brand Consistency Index, 2021

30%+

Ads with clear brand identifiers outperform unbranded creative by 30-40%.

IPA Databank, Binet & Field analyses, 2021

ACTIVATION

- Decide on your distinctive brand assets and capture them in a singular document
- Use your distinctive brand assets in all forms of communication: print, digital, events, business cards, thank you notes, etc.
- Create standard usage of your distinctive brand assets and share with your partners, volunteers, and fundraisers
- Resist the urge to “refresh” your distinctive brand assets every year

THE LONG AND THE SHORT OF IT

BRAND-BUILDING

Long-term memory structures

Broad Reach
Storytelling
Public Relations
Partnerships
Mission-driven Content

Call to Action:
Learn More

ACTIVATION

Immediate asks

Specific Segments
Year-end Giving
Matched Donation Drives
Event-Driven Asks
Ticket Sales

Call to Action:
Donate Now

Brand-building +
activation =
long-term growth

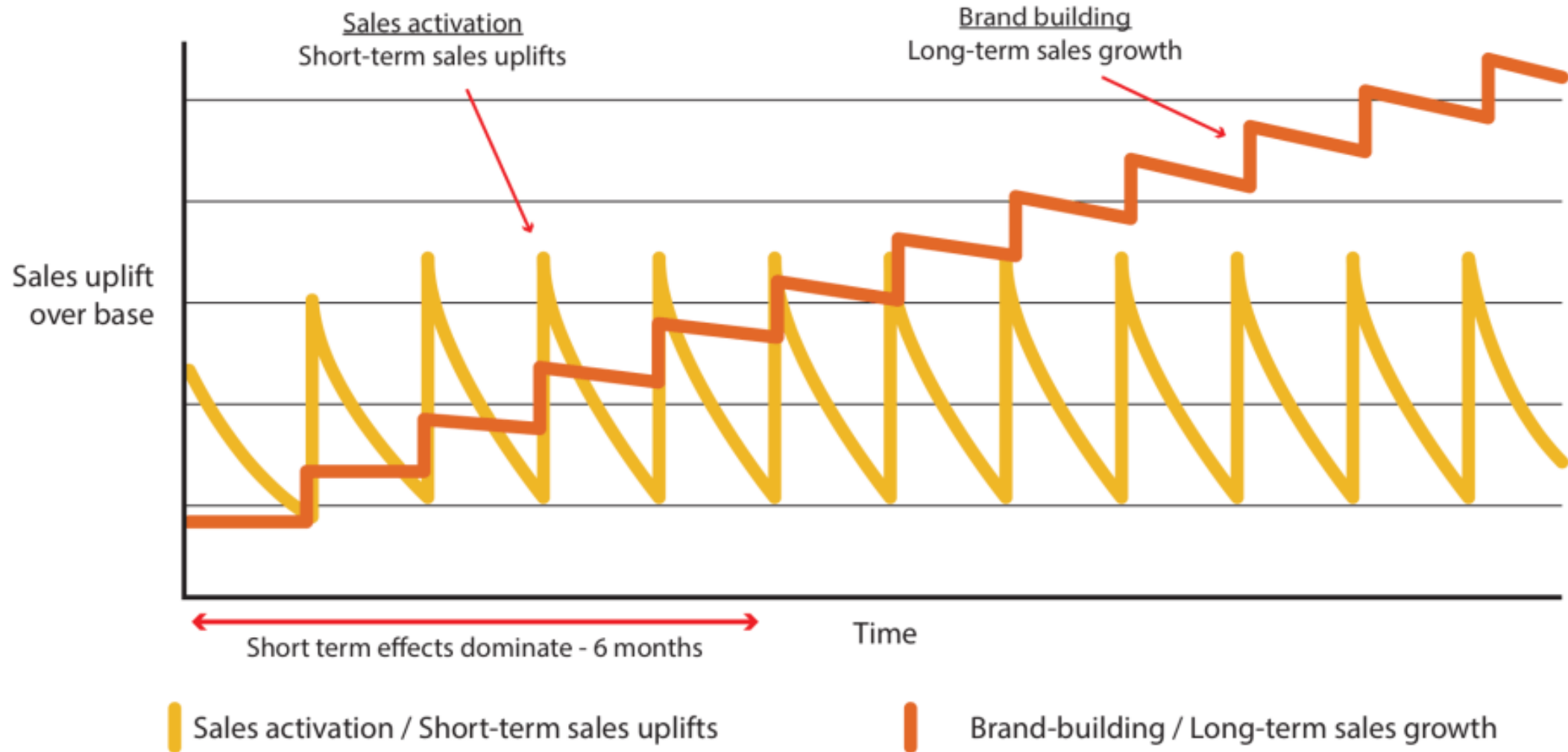


LES BINET



PETER FIELD

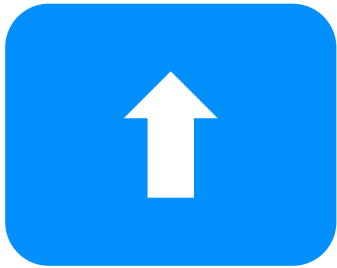
PRINCIPLE #2



Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 02)

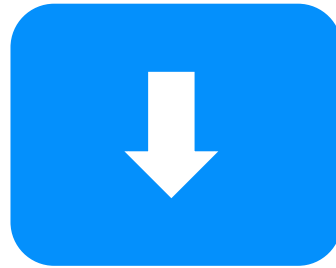
THE LEAKY BUCKET





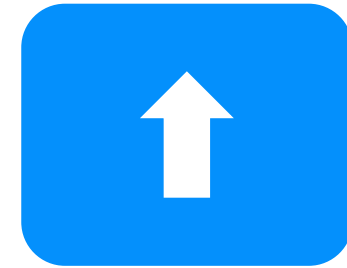
Long-term brand investment increases future giving.

IPA Databank (Binet & Field),
2013–2021



Over-reliance on short-term appeals raises costs and decreases retention.

AFP – Fundraising Effectiveness
Project, 2022–2023



Consistent creative significantly improves brand recall and fundraising effectiveness.

Kantar Creative Consistency
Report; IPA Databank, 2021

ACTIVATION

- Think of your short-term campaigns as chapters in one long story
- Invest in consistent brand-building content year-round (even when you're not actively fundraising)
- Don't limit your campaigns to only known supporters
- Stop relying on one-and-done campaigns; pair one-time campaigns with storytelling that can reinforce your mission and impact

EMOTION DRIVES ACTION

SYSTEM 1

Fast, automatic, emotional

Fast
Intuitive
Emotional
Always On
Effortless

Responds to:

Stories, imagery, symbols and
emotions

SYSTEM 2

Slow, deliberate, logical

Slow
Analytical
Requires Effort
Conscious
Complex Reasoning

Responds to:

Evidence, structure, logic,
clarity

POSITIVE EMOTIONS

- Builds trust
- Enhances memory
- Drives loyalty
- Encourages repeat giving
- Supports brand growth
- Works long-term

NEGATIVE EMOTIONS

- Grabs attention
- Drives fast action
- Produces short spikes
- Risks donor fatigue
- Doesn't build affinity

Relief Structure Storytelling

- 1 Briefly illustrate the problem
- 2 Highlight the solution
- 3 Activate positive emotions (e.g. hope, pride, empowerment)
- 4 Invite action

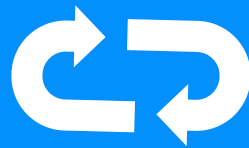




2x

Emotional campaigns typically produce stronger long-term profit effects — often 2x higher than rational message campaigns.

IPA, 2019 (The Long and the Short of It)



Emotional connection is one of the strongest predictors of donor repeat giving.

Kantar BrandZ, 2021



Positive-emotion creative drives stronger long-term brand trust and affinity.

Kantar & IPA Emotion Studies, 2022

ACTIVATION

- Lead with emotional storytelling
- Anchor campaigns around repeatable emotional themes; emotion and tone is a distinctive brand asset
- Keep the tone of your communications consistent to build memory
- Answer the question: What emotions should every piece of communication or interaction evoke?

HOW EFFECTIVE IS YOUR BRAND?

Can people
recognize and
remember us?

Are we balancing
brand and
activation?

Does our
communication
make people feel
something and
stay connected?

BRAND EFFECTIVENESS AUDIT

Section 1: Audience Understanding

Section 2: Positioning and Messaging

Section 3: Distinctive Brand Assets

Section 4: The Long and the Short

Section 5: Emotional and Channel Consistency

For each statement, rate how strongly you agree on a **1–5 scale**:

1 = Strongly Disagree / Not true at all

5 = Strongly Agree / Fully true for our organization

Section 1: Audience Understanding

- We have clearly defined audience segments (e.g., donors, volunteers, partners) with distinct needs and motivations.
- We regularly collect and analyze donor and audience data (surveys, CRM data, digital analytics).
- We adapt messaging or campaigns to different audience segments.
- We understand the emotional drivers behind why people support our cause.

For each statement, rate how strongly you agree on a **1–5 scale**:

1 = Strongly Disagree / Not true at all

5 = Strongly Agree / Fully true for our organization

Section 2: Positioning & Messaging

- Our organization has a clear, differentiated positioning statement that defines what makes us unique.
- Our mission and message are simple enough for anyone to repeat accurately.
- Our communications consistently evoke a specific emotion (e.g., hope, compassion, empowerment).
- We intentionally use emotional storytelling as part of our marketing and fundraising strategy.

For each statement, rate how strongly you agree on a **1–5 scale**:

1 = Strongly Disagree / Not true at all

5 = Strongly Agree / Fully true for our organization

Section 3: Distinctive Brand Assets

- Our visual identity (logo, colors, typography, tagline) is consistently applied across every channel.
- People could identify our organization from visuals alone (without the logo).
- We have documented brand guidelines that are actively used by staff, partners, and vendors.
- We have methods of measuring brand awareness or recall.

For each statement, rate how strongly you agree on a **1–5 scale**:

1 = Strongly Disagree / Not true at all

5 = Strongly Agree / Fully true for our organization

Section 4: The Long & The Short

- Our marketing includes both long-term storytelling and short-term fundraising appeals.
- We plan for an intentional balance between brand building and short-term activation.
- We invest in creative assets that can be reused or adapted across multiple years and campaigns.
- We measure both immediate campaign ROI and long-term growth metrics (trust, awareness, donor loyalty).

For each statement, rate how strongly you agree on a **1–5 scale**:

1 = Strongly Disagree / Not true at all

5 = Strongly Agree / Fully true for our organization

Section 5: Emotion & Channel Consistency

- Our website, social media, email, and printed materials all convey the same emotional tone and visual identity.
- We test or evaluate how our communications make people feel, not just what they know.
- Staff, volunteers, and spokespeople represent our brand values and tone consistently.
- Donor experiences (from seeing an ad to making a gift) feel emotionally cohesive and aligned with our mission.

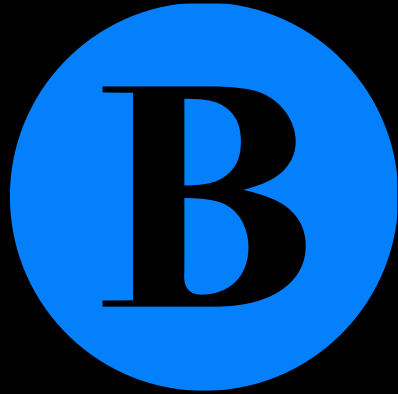
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How Effective Is Your Brand?

Score Range	Category	Description
0–40	The Opportunist	You’ve got a big opportunity! Your organization is doing great work, but few people see or remember you. Time to clarify your audience and build distinctive brand assets.
41–65	The Rising Star	You’ve got some strong foundations. Focus on emotional consistency and balancing long vs. short-term efforts.
66–85	The Consistent Connector	You’re trusted and remembered. Next step: invest in reach and emotional storytelling to strengthen brand memory.
86–100	The Brand Champion	You’re emotionally resonant, distinctive, and consistent — the perfect foundation for sustainable donor growth.



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for giveaways, services, packages & more.

Conference Evaluation

