

KNOW WHO YOU ARE

A nonprofit identity is an ever-changing mix of history, ownership, programs, stakeholders, audiences, goals, purpose, and quite a few donors. The best nonprofits make sense of this mix, and show who they are through the work that they do. These orgs know the answer to, "Is this right for us?" You can call this a "brand" or a "persona," but it's simply a public identity. What's yours?

YOUR ORGANIZATION'S BUMPER STICKER IS:

- A) Save the _____.
- B) Nonexistent.
- C) Any church, museum, or cultural institution.

IF YOUR ORGANIZATION HAD A CONVERSATION AT A POST-CONFERENCE PARTY, IT WOULD BE ABOUT:

- A) The value of a certain opinion or group of people.
- B) The latest findings from a national report.
- C) Making sure certain ideas are upheld and remain sacred.
- D) The latest Kardashian tweet.

WHAT EXTRACURRICULAR WAS YOUR ORGANIZATION IN DURING HIGH SCHOOL?

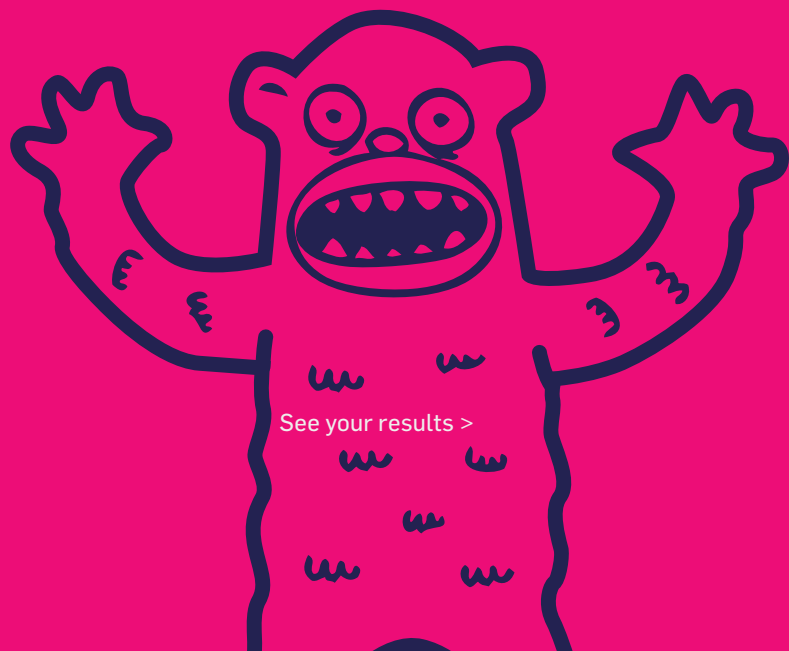
- A) Charity or fundraiser.
- B) Mathletes or debate.
- C) Yearbook.
- D) Sports.
- E) Your activities in high school prevent you from remembering it.

YOUR ORGANIZATION IS ASKED TO HOST A PARTY. IT...

- A) Asks for donations to a charitable cause during the event.
- B) Makes sure the best and brightest are there.
- C) Writes a welcome speech about the great importance of _____.

WHEN YOUR ORGANIZATION GOES TO WORK, IT WEARS...

- A) Casual clothes with a college under-shirt.
- B) Business casual or business formal, depending on the meetings it has to attend.
- C) A decorative brooch or a suit with elbow patches.



KEY:*

MOSTLY A'S: YOUR ORGANIZATION IS A PASSIONATE CRUSADER

MOSTLY B'S: YOUR ORGANIZATION IS A PRAGMATIC PROBLEM SOLVER

MOSTLY C'S: YOUR ORGANIZATION IS A TORCH CARRIER

ANY D'S OR E'S: TRY AGAIN.

***IF YOU FALL BETWEEN THESE GROUPS, YOUR ORGANIZATION HAS ELEMENTS OF EACH CATEGORY.**

PASSIONATE CRUSADERS

are advocacy orgs that care deeply about the ideas and people they represent. They typically work on the ground and understand that solutions to problems have to start with people rather than numbers. They have a lot of energy and passion, but can come off noisy and unreasonable.

PRAGMATIC PROBLEM SOLVERS

are groups that believe they can solve the world's problems through reason. They use the word "impact" often and usually rub shoulders with the elite of a lot of different disciplines. They are intelligent and thorough. They can come off snobby and out of touch with the public.

TORCH CARRIERS

are groups who believe a certain set of ideals or things have to be preserved, conserved, or passed along throughout history. These are typically cultural or institutional organizations with a strong passion for what's right regardless of market influences or public sentiment. They can be timeless and aspirational, but have the potential to be monolithic and unapproachable.

HOW DO I USE THIS?

Defining your organization's personality as it relates to any given communication effort can be used as a lens to make sure what you're doing is true to who you are. While this worksheet is a low-fidelity exercise, guiding the tone and angles of your work builds trust and reputation with audiences and stakeholders alike.

If you'd like to have this template, check out threespot.com/riskbrand

threespot.