Content Strategy and Branding for Nonprofits

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When We Say Content Strategy and Branding:

ADS

OWNED CONTENT

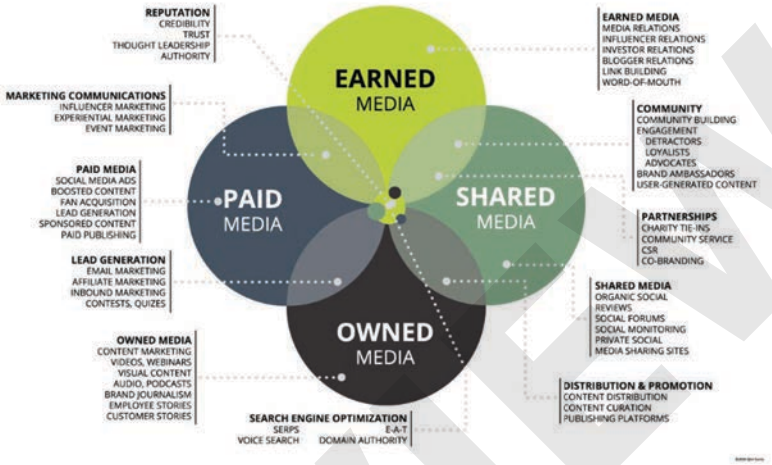
THIRD PARTY CONTENT AND PARTNERSHIPS

NAMING, BRANDING, CREATIVE

SHARED CONTENT

2

Content and Media Strategy



3

Branding

4

Advertising

- Legal/Regulatory Considerations:
  - Advertising must be true and cannot be misleading
  - All claims must be substantiated
  - Avoid unfair and deceptive advertising:
    - any practice that is likely to cause substantial injury to consumers
    - a material representation or omission that is likely to mislead the consumer
- Endorsement Guides

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Trademark

[ˈtrād -mark]

(n) "Any word, name, symbol or device, or any combination thereof" that is used "to identify and distinguish [one's] goods or services . . . from those manufactured or sold by others and to indicate the source of the goods or services."

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Title search: Content Strategy and Branding for Nonprofits

Also available as part of the eCourse
2025 Nonprofit Organizations eConference (audio only)

First appeared as part of the conference materials for the
42nd Annual Nonprofit Organizations Institute session
"Content Strategy and Branding for Nonprofits"