



## Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results

Jocelyne Daw, Carol Cone

E-Book	ISBN: 978-0-470-91868-5	October 2010	<b>\$35.99</b>
Hardcover	ISBN: 978-0-470-28691-3	October 2010	<b>\$44.00</b>

### DESCRIPTION

A hands-on guide to help your nonprofit build its brand, raise its profile, strengthen impact and develop deeper relationships with donors, volunteers, and other stakeholders. **Breakthrough Nonprofit Branding** is about the power a constituency-focused, compelling brand can have to revolutionize an organization and the way people view and support it.

- Shows how to optimally define what your organization stands for to differentiate, create value and breakthrough
- Explains how to build loyal communities inside and outside of your organization to increase social impact
- Features seven principles for transforming a brand from ordinary trademark to strategic advantage
- Includes case studies of eleven breakthrough nonprofit brands and transferable ideas and practices that nonprofits of any size, scope or experience can implement
- Other title by Daw: *Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits*

A practical road map and essential tool for nonprofit leaders, board members, and volunteers, this book reveals the vital principles you need to know to build and manage your organization's most valuable asset – its brand. In today's highly competitive nonprofit world, building a breakthrough brand is no longer a "nice to do," but the new imperative.

**Jocelyne Daw**, a pioneer and leader in building business and community partnerships has over 25 years of nonprofit leadership experience.

**Carol Cone**, named by PR WEEK as the most powerful and visible figure in the world of cause branding, has been linking companies and causes for over 25 years.

---

## ABOUT THE AUTHOR

**JOCELYNE S. DAW** has over twenty-five years' experience in the nonprofit sector, and is a recognized pioneer in the evolution of business-community partnerships and the integration of marketing and fundraising. Most recently, she was Vice President Marketing and Community Engagement at Imagine Canada. Jocelyne is an international speaker and author of *Cause Marketing: Partner for Purpose, Passion and Profits* (Wiley). She advises leading business and community organizations in building innovative community strategies that deliver stand out brand identity, strengthen relationships and power results.

**CAROL CONE** has over twenty-five years' experience creating substantive partnerships between companies and social issues. As founder of Cone, Inc., she led the development of cause initiatives for Avon, Reebok, ConAgra Foods, PNC, and the American Heart Association, helping raise awareness and more than \$1.2 billion for various social issues. In 2007, *PR Week* called her "arguably the most powerful and visible figure in the world of Cause Branding." In 2010 she joined Edelman Public Relations to continue her journey guiding groundbreaking brand and corporate citizenship efforts.

---

## SERIES

The AFP/Wiley Fund Development Series

---

For additional product details, please visit <https://www.wiley.com/en-us>