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BRAND FORCE

A NONPROFIT'S GUIDE FOR BUILDING A MAGNETIC ORGANIZATION

“For nonprofits, branding is as important as in firms such as Apple, Coke, or IBM. Big corporations have expensive experts to help with branding decisions, but where can nonprofits obtain similar help? This book provides it, with real-life examples explaining how to apply branding principles for accomplishing a nonprofit’s mission and improving community support.”

Roger Blackwell, Ph.D. and author, *Brands That Rock*



“Every member of your executive committee, staff, and board of directors will gain new insight and tools to assure survival of your nonprofit. This is a must read in support and enhancement of your brand.”

John F. Dix, President, Business Development Index, Ltd

BOOK SUMMARY

How can your organization connect with your community in a more rewarding and powerful way? How will you stand out from the pack? It’s all about brand. Understanding the impact your brand has on your organization is a game changer. To break through you’ll need practical, step-by-step instructions without all the theory that impedes progress. This guide gets you quickly on your way to creating a dynamic brand, and communicating it effectively. It’s packed with valuable examples from leading nonprofits such as Ronald McDonald House Charities, Boy Scouts of America, and Make-A-Wish. With space in each section to capture your creative and inspired ideas, it’s great for strategic planning, board retreats, or as a branding launch pad for start-ups. Build a magnetic organization by harnessing the energy and imagination of your Brand Force.

Brand Force is available for \$9.99 on Amazon.com.

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