

FOR IMMEDIATE RELEASE

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“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*



Build A Strong Brand Without Any Heavy Lifting

Why are some organizations able to engage their communities better and raise more funds than others? They have a better grasp of their brand and how to harness its power. Brand Force offers a refreshingly simple approach to nonprofit brand building and organizational development. This 142-page book is easy to follow with step-by-step instructions and examples from leading nonprofits such as Ronald McDonald House Charities, Boy Scouts of America, and Make-A-Wish.

Brand Force takes an inside-out approach by developing your organization’s foundation before getting into things like brand identity, communication, and loyalty. This book is great for strategic planning, board retreats, or a branding launch pad for start-ups. Using the provided Thought Boxes at the end of each section, your ideas can quickly go from brainstorming to brand building.

Don Argento’s *Brand Force* is the perfect guide for any nonprofit searching for their competitive edge. Who knew you could build something so strong without breaking a sweat?

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

“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

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Brand Force: A Nonprofit’s Guide For Building A Magnetic Organization by Don Argento. Original edition. 5 ½ x 8 ½, 142 pages, ISBN: 978-0-615-60665-1. \$9.99. Visit donargento.com Press page for a 300 dpi TIF of the cover.

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