







# Crafting our non-profit's brand: key lessons learnt

# Housekeeping

-  This meeting will be recorded
-  Please stay on mute so as not to disturb the session
-  If network allows it, please switch on camera
-  There will be time for questions in the session
-  Small group discussions in breakout rooms
-  Stay right until the end for an exciting take away



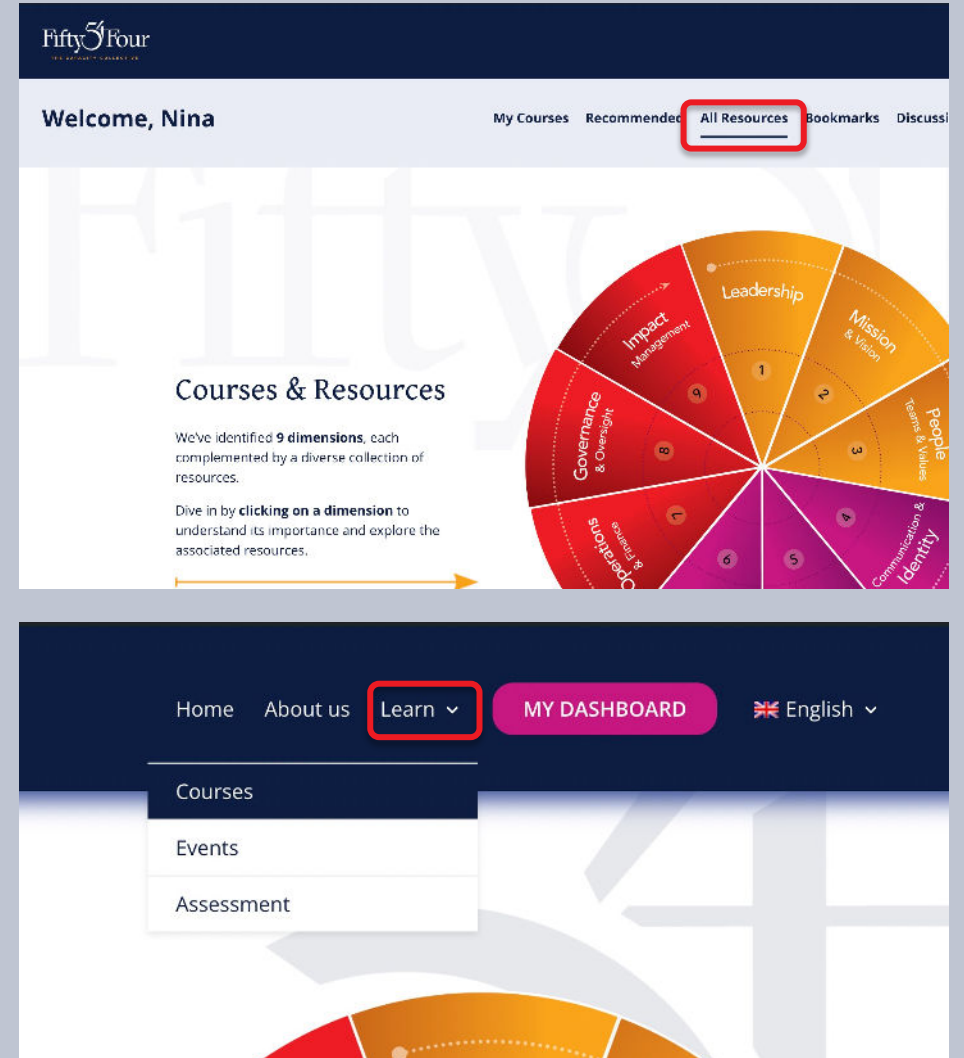
# Presenter

Tim Tucker

Africa Development Director, The Message Trust

# Related Course

Creating alignment - Korey Rich  
(Communication & Identity)



# Communication & Identity



85%

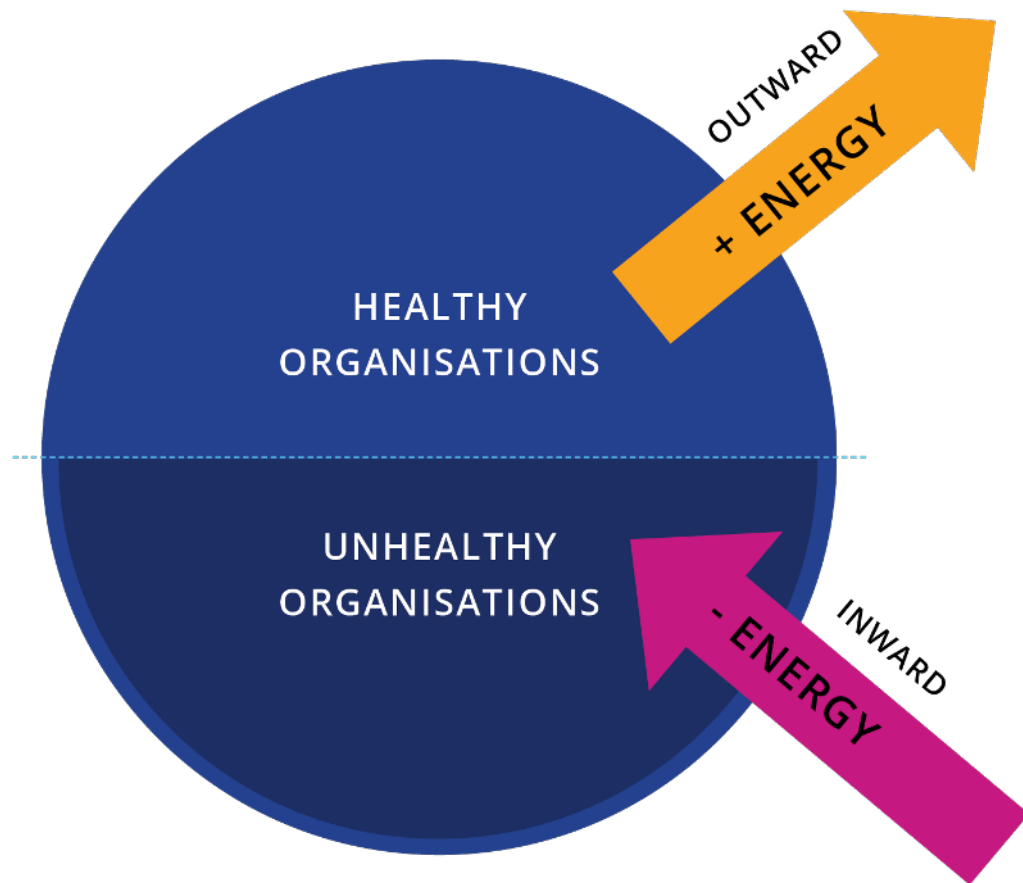
% of ministry leaders that say they have a compelling brand (9D Assessment)

68%

Strong visual brand increases volunteer interest

64%

Professionally designed logo is integral to building trust



## Energy Focus

When organisations are unhealthy, energy is sucked inwards, away from critical missional impact and into the organisation.





Let's engage

Ahaslides

# Tim Tucker

Crafting our non-profit's brand: key lessons learnt

 Live Learning





The background is a dark blue gradient. On the left, there is a large, light blue stylized letter 'T' that curves into a circle. On the right, there are several overlapping, light blue circular arcs of varying radii, creating a sense of depth and movement.

## Lesson 1:

The brand serves the vision





The Message Trust is a worldwide movement passionately sharing the love of Jesus Christ in words and actions with the hardest-to-reach young people and communities.



The Message Trust exists to raise up GENERATIONS of Urban Heroes. Thousands of youth from the margins who have found their HOPE and PURPOSE in Jesus.

They are transformational leaders who are emotionally, socially and spiritually mature. Urban Heroes are not only transformed, but transform others, creating ripple effects of change in their families, communities and nation.





**EXPANDING INTO AFRICA**  
**INTRODUCING OUR VISION TO OPEN FIVE**  
**NEW AFRICAN HUBS BY 2030**



## EDITORIAL WORDS

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### PHRASE OF THE DAY

13SEP20

the tail wags the dog  
(phrase)

a situation in which an unimportant thing dominates or controls the whole of other important thing(s).



## Lesson 2:

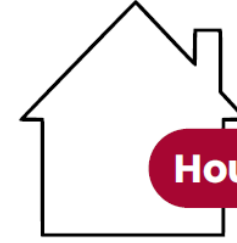
Know what you are





**Branded House**

**VS**



**House of Brands**

A strategy where more than one company's products are sold under one name/umbrella.

Optimal if the master brand/company wants more control over the end product's production, distribution, and cost.

It's often beneficial to house the same brands within the same customer experience and potentially on one unified eCommerce platform.

It's a strategy where each brand has its own brand identity, often representing a separate demographic, need, or occasion.

Includes numerous brands where each brand is independent of the others, often with different target audiences.

There is little emphasis on sharing across different products except when it comes to data; because each product has its own image that needs to be maintained.

**Reference:** *Multi-Brand Strategies: Branded House vs. House of Brands*, Dearth (2021)

# Case Study:

Virgin

vs

Heineken

BRANDED HOUSE

HOUSE OF BRANDS





# CREATIVE MISSION

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Kinetic**IV**


**HIGHER**

& HIGHER COLLECTIVE



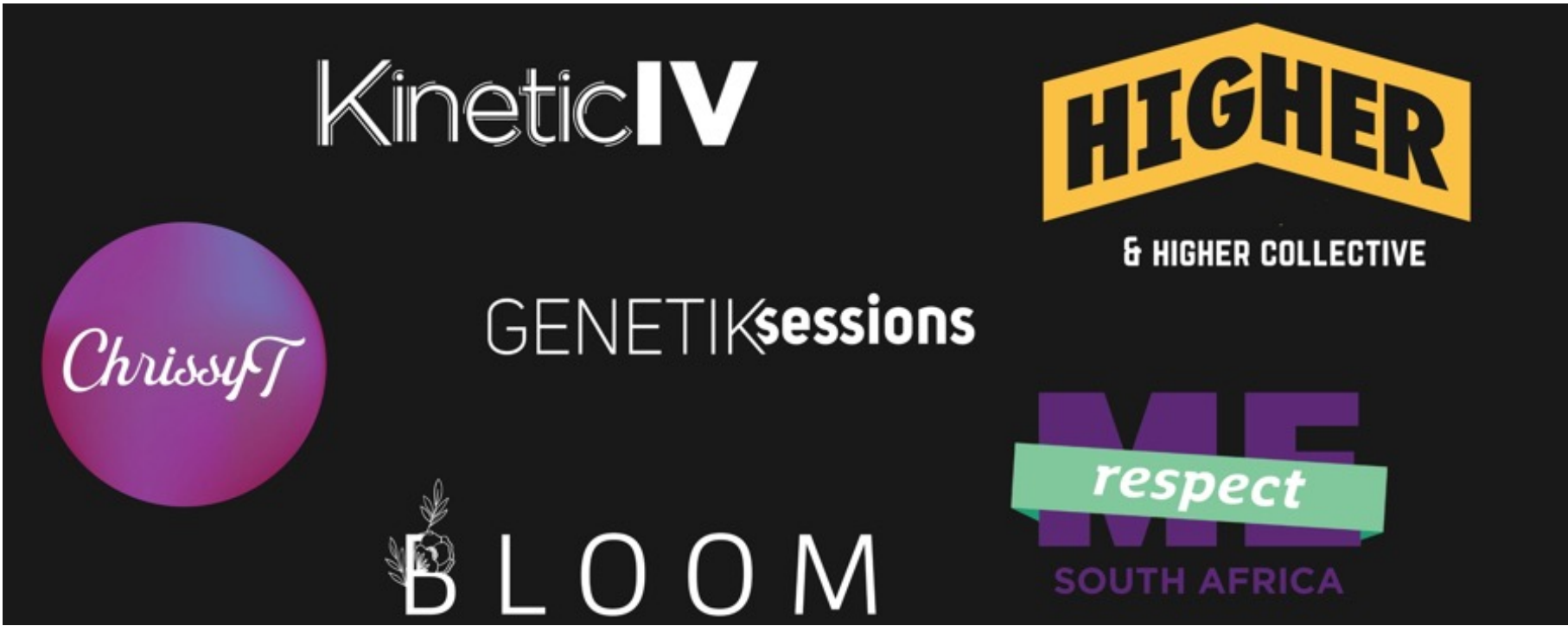
GENETIK**sessions**

**ME**  
*respect*  
SOUTH AFRICA

 **BLOOM**

[www.message.org.za](http://www.message.org.za)

**the message**  
SOUTH AFRICA



part of **the message** family

# Breakout Room (15 minutes)

1. In what way is your brand currently contributing to your purpose?
2. What is the one thing you need to do to strengthen your brand's contribution to your missional impact?

## Guidelines for engagement

- Start with a brief introduction
- Only share something you're comfortable sharing
- Show up to serve by listening well
- If network allows, turn on your camera
- Use the 'ask for help' button if support needed
- Keep what is shared in confidence

# Feedback and Questions

As an outcome of the breakout-room



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## Lesson 3:

Continual evaluation





Mission Drift

# SWOT Analysis



Strengths



Weaknesses



Opportunities



Threats

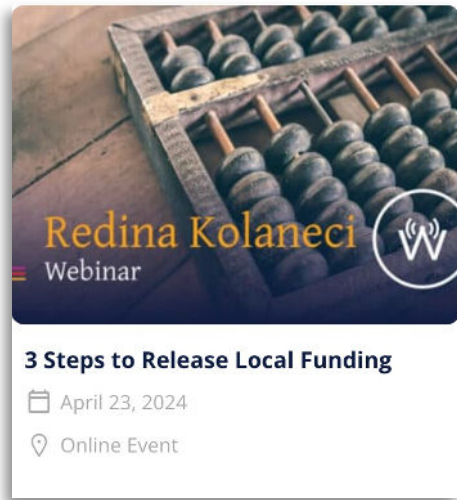
## The one thing

What have you learned or will do differently as a result of this webinar?

Please give  
some feedback



## Register for upcoming events

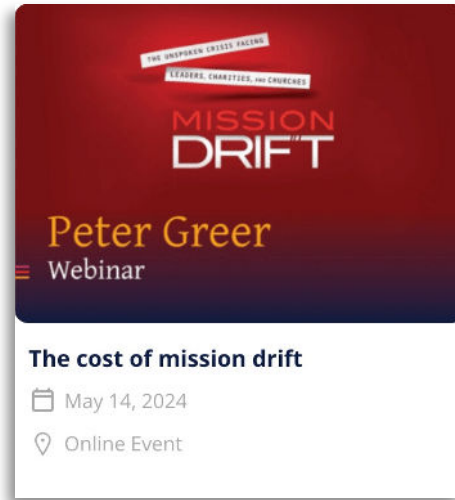


**Redina Kolaneci**  
Webinar

**3 Steps to Release Local Funding**

April 23, 2024

Online Event



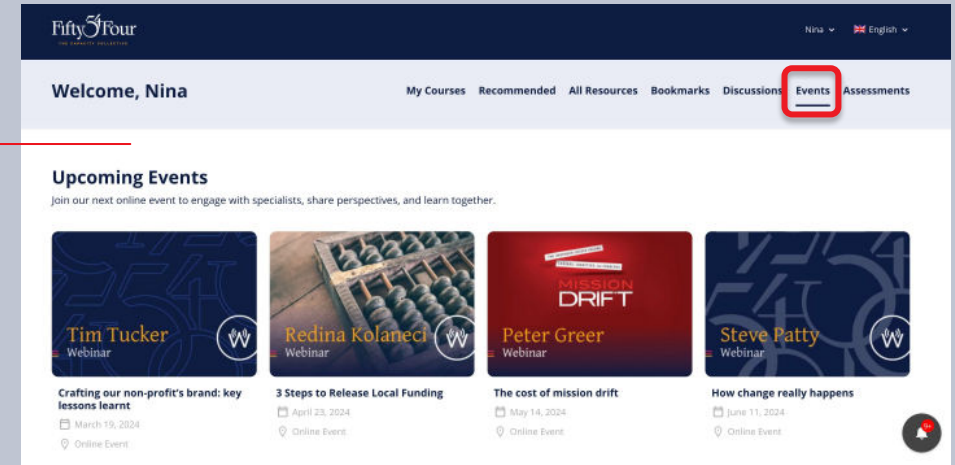
**MISSION DRIFT**  
THE UNSPOKEN CRISIS FACING LEADERS, CHARITIES, AND CHURCHES

**Peter Greer**  
Webinar

**The cost of mission drift**

May 14, 2024

Online Event



FiftyFour

Welcome, Nina

My Courses Recommended All Resources Bookmarks Discussions **Events** Assessments

**Upcoming Events**

Join our next online event to engage with specialists, share perspectives, and learn together.

- Tim Tucker** Webinar  
Crafting our non-profit's brand: key lessons learnt  
March 19, 2024  
Online Event
- Redina Kolaneci** Webinar  
3 Steps to Release Local Funding  
April 23, 2024  
Online Event
- Peter Greer** Webinar  
The cost of mission drift  
May 14, 2024  
Online Event
- Steve Patty** Webinar  
How change really happens  
June 11, 2024  
Online Event

## Enrol in related courses

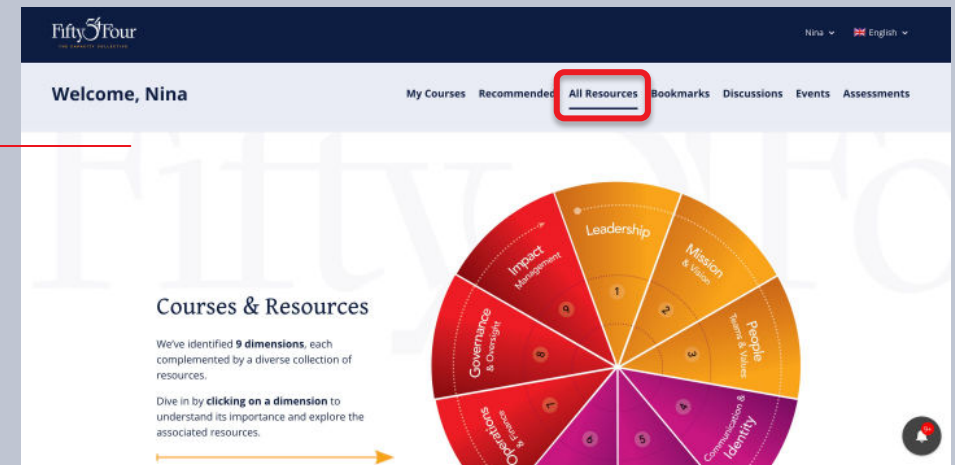


Course 1 of 1

**Foundations of communication and identity**  
**Creating alignment**

45 minutes

**Korey Rich**



FiftyFour


Welcome, Nina

My Courses Recommended **All Resources** Bookmarks Discussions Events Assessments

**Courses & Resources**

We've identified **9 dimensions**, each complemented by a diverse collection of resources.

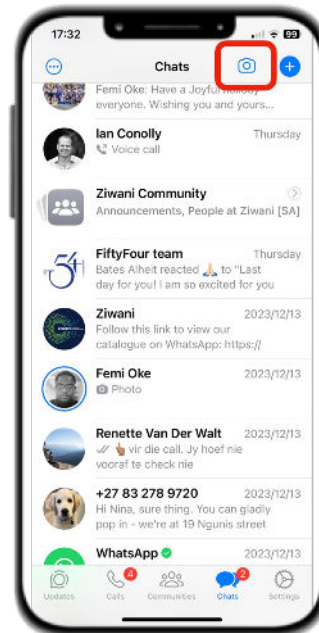
Dive in by **clicking on a dimension** to understand its importance and explore the associated resources.



# Join leaders learning together

1

Open WhatsApp and click on the **WhatsApp camera**



2

Scan the **QR code** to join the group



One hour discussion with Tim – more details on the WhatsApp group

Join leaders  
learning together

[www.fiftyfourcollective.com](http://www.fiftyfourcollective.com)

[nina@fiftyfourcollective.com](mailto:nina@fiftyfourcollective.com)



Mastering the Art of  
Leadership Transitions  
WhatsApp group



Assessments



Courses  
& Resources



Live learning



WhatsApp learning  
community

## The one thing

What have you learned or will do differently as a result of this webinar?



Thank you

