



February 19, 2014

## Beyond the Brand: Marketing Your Mission for Improved Fundraising & Community Support

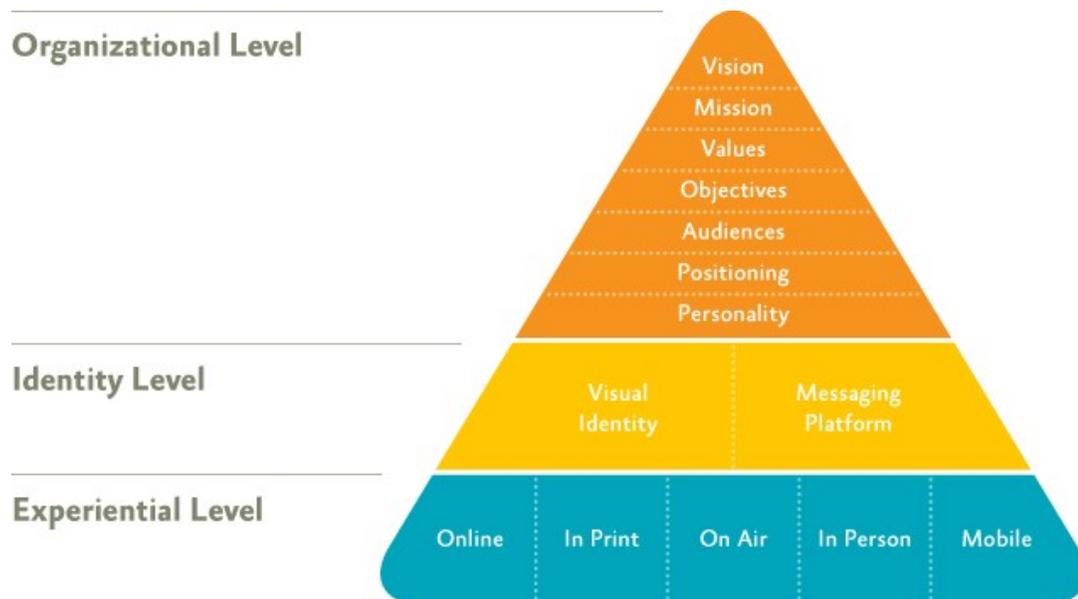
Additional resources and links on nonprofits and branding:

### Nonprofit Branding

A series of articles by Nonprofit Hub on branding, storytelling, marketing, and fundraising for nonprofits. [www.nonprofitHub.org/category/nonprofit-branding/](http://www.nonprofitHub.org/category/nonprofit-branding/)

### So What is Brandraising and Why Should your NPO care?

In this [short video](#), Big Duck Founder Sarah Durham talks about common branding mistakes and gives advice based on her 2009 book where she coined the term "Brandraising." This graphic, from [Big Duck's web site](#) gives a visual overview of three theoretical phases/levels of "brandraising."



### The Role of Brand in the Nonprofit Sector

A February 2012 article in the Stanford Social Innovation Review that discusses what By Nathalie Kylander & Christopher Stonecall the Nonprofit Brand IDEA (in which "IDEA" stands for brand *integrity*, brand *democracy*, brand *ethics*, and brand *affinity*). [http://www.ssireview.org/articles/entry/the\\_role\\_of\\_brand\\_in\\_the\\_nonprofit\\_sector](http://www.ssireview.org/articles/entry/the_role_of_brand_in_the_nonprofit_sector)

### Volunteers Give 10 Times More Than Other Americans, Survey Finds

A 2009 study found that 2/3rds of volunteers give money to the same groups to which they donate time. <http://philanthropy.com/article/Volunteers-Give-10-Times-More/63200>

## Selected examples of farmers market branding:

*The following are a handful of examples of farmers market web sites with thoughtful branding that carries through a variety of clear opportunities to support the organization's mission, either through individual donations, contributions of volunteer time, or sponsorship.*

FRESHFARM Markets (Washington, DC) | [freshfarmmarkets.org](http://freshfarmmarkets.org)  
Memphis Farmers Market (Memphis, TN) | [memphisfarmersmarket.org/](http://memphisfarmersmarket.org/)  
Dallas Farmers Market Friends (Dallas, TX) | [dmfriends.org](http://dmfriends.org)  
Cape Ann Farmers Market (Gloucester, MA) | [capeannfarmersmarket.org](http://capeannfarmersmarket.org)  
Lawrence Farmers Market (Lawrence, KS) | [lawrencefarmersmarket.com](http://lawrencefarmersmarket.com)  
North Square Farmers Market (Chambersburg, PA) | [northsquarefarmersmarket.com](http://northsquarefarmersmarket.com)  
Midtown Farmers Market (Minneapolis, MN) | [midtownfarmersmarket.org](http://midtownfarmersmarket.org)  
Ashland Farmers Market (Ashland, MA) | [ashlandfarmersmarket.org](http://ashlandfarmersmarket.org)  
Historic Lewes Farmers Market (Lewes, DE) | [historiclewesfarmersmarket.org](http://historiclewesfarmersmarket.org)  
SFC Farmers Markets (Austin, TX) | [sustainablefoodcenter.org](http://sustainablefoodcenter.org)  
Beverly Farmers Market (Beverly, MA) | [beverlyfarmersmarket.org](http://beverlyfarmersmarket.org)  
Market Central (Charlottesville, VA) | [marketcentralonline.org](http://marketcentralonline.org)

## For more information on the presenters and moderator:



Pam Knights Communications | [pamknights.com](http://pamknights.com)



Big River Economic & Agricultural Development Alliance | [breada.org](http://breada.org)

Newvine Growing | [newvinegrowing.com](http://newvinegrowing.com)



## About the host organizations:



*The **Farmers Market Coalition** is a national 501(c)(3) organization dedicated to strengthening farmers markets for the benefit of farmers, consumers, and communities. Through its membership, FMC reaches 4,000 farmers markets, supporting their success through education, and networking. Learn more at [farmersmarketcoalition.org](http://farmersmarketcoalition.org).*



*Through educational programs and regional marketing assistance for farmers, advocacy, and public outreach, the **Pennsylvania Association for Sustainable Agriculture (PASA)** seeks to promote profitable farms that produce healthy food for all people while respecting the natural environment. PASA's annual Farming for the Future Conference draws thousands of participants from more than 30 states and six countries each February. Learn more at [pasafarming.org](http://pasafarming.org).*

Farmers Market Coalition & Pennsylvania Association for Sustainable Agriculture webinar "Beyond the Brand: Marketing Your Mission for Improved Fundraising & Community Support," Additional Resources