From Mission to Position

Consumer branding framework for today’s nonprofits

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Our Expertise

We connect brands to people who value travel, the outdoors and sense of place.

Adventurists
Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

— Sun Tzu
Our Expertise

Montana

Sustainable Travel International™
O'Reilly Hospitality Management, LLC
ORVIS®
Nature Air™
The Wilderness Society
AAA MountainWest
Big Sky Montana
GET LOST
First Interstate Bank
The Lark
The Conservation Alliance
Non profit organizations need to adopt consumer marketing framework.
Why?

+ Non profit is big business
+ Competition for donors, dollars, and projects
+ Lack of differentiation in market
+ Models adapting to consumer demand (flexibility)
+ Stakeholders expect more (activism)
+ Mission feels insufficient
What is a Brand Position?

What it is not

+ Not a mission statement

  ➔ Communicates the nonprofit's purpose, what groups it serves, and how it plans to do so.

+ Not “Why”
Simon Sinek is a Bad Man
What is a Brand Position?

What it is not

+ Not a mission statement
  ➔ Communicates the nonprofit's purpose, what groups it serves, and how it plans to do so.
+ Not “Why”
+ Not an advertising tagline
A Brand Position is...

THE ONE THING you want/need to stand for in the market?
A Brand Position is...

+ Value—Ultimately, why do people give you their money/assets/time?
+ To define organization in a way that is
  1. True
  2. Distinct
  3. Compelling*—emotional, forward-looking

*Adjectives are not the enemy.
Mission

The University of Montana pursues academic excellence as demonstrated by the quality of curriculum and instruction, student performance, and faculty professional accomplishments. The University accomplishes this mission, in part, by providing unique educational experiences through the integration of the liberal arts, graduate study, and professional training with international and interdisciplinary emphases. The University also educates competent and humane professionals and informed, ethical, and engaged citizens of local and global communities; and provides basic and applied research, technology transfer, cultural outreach, and service benefiting the local community, region, State, nation and the world.
Position

The University for those who are bold and creative enough to believe that they can change the world.
Mission

Protect and preserve western Montana’s natural legacy—our river corridors, wildlife habitat, agricultural lands, and scenic open spaces.
Position

Champion of western Montana’s open land culture.
Mission

Conserve the lands and waters on which all life depends.
Land - Climate - Water - Ocean - Cities
Position

Conservationists dedicated to Montana’s true nature.
How do you find yours?

1. Competition and the **One Thing** you stand for:
   + Sierra Club = Planet
   + TWC = Wilderness
   + American Prairie Reserve = Restoring
   + Alliance for Wild Rockies = Citizen empowerment
How do you find yours?

2. Story Arch—Past
   + Backstory (founders, why did they start it?)
   + History (Wins. Losses. Why?)
   + Milestones / Trophies
How do you find yours?

3. Story Arch—Future: Ambitions
   + What does the future hold? Cultural relevance
   + How do your stakeholders view you? Ask them
   + Headlines
How do you find yours?

4. Why are you cool?

“Brands are in many ways extensions of their users’ personalities, rather as friends are.”

- Stephen King (not that one)
How do you find yours?

Themes emerge at an intersection
How do you use it?

Increase Share of Market =

Increased *physical* availability (distribution) +
Increased *mental* availability (recognition) +
Increase *Share of Voice* (budget) +
Creativity !
How do you use it?

+ Advertising Campaign
+ Political Campaign
+ Development Campaign
Traps

+ “And”
  “The essence of position is sacrifice.”
  - Al Ries

+ Perfection
Thank you.