

BRAND ASSESSMENT

Rate 1 – 5 (1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree)

30 Questions:

1. We actively investigate what is important to our stakeholders, using research, face-to-face interviews, questionnaires, suggestion boxes, etc.

1 2 3 4 5

2. We judge the effectiveness of our brand in terms of how it resonates with the public – not how it seems to us.

1 2 3 4 5

3. We understand the attitudes of our stakeholders and their changing views and needs.

1 2 3 4 5

4. We can clearly state our top-five brand attributes—the most relevant and compelling adjectives that describe us.

1 2 3 4 5

5. Our stakeholders can state quite clearly and simply what is important about our brand to them, and why they think it is different.

1 2 3 4 5

6. Our communication plan includes all the various places and ways in which we interact with our audiences.

1 2 3 4 5

7. We have aligned our organizational structure, operations and culture with our brand values.

1 2 3 4 5

8. We know who is responsible in our organization for ongoing management and evaluation of our brand.

1 2 3 4 5

9. Our employee orientation includes education on our brand and the role it plays in enhancing our effectiveness.

1 2 3 4 5

10. We understand in our own minds what differentiates our brand from others.

1 2 3 4 5

11. Everyone in our organization knows what our brand stands for and can articulate that idea simply and clearly.

1 2 3 4 5

12. Everyone in our organization knows what they have to do to deliver on our brand promise.

1 2 3 4 5

13. Included in our performance management systems is an assessment of the contribution each individual makes to growing and enhancing the brand.

1 2 3 4 5

14. Our communications, marketing, programming, finance and HR functions are all aligned with our brand objectives.

1 2 3 4 5

15. Branding is championed throughout our organization, from the CEO down.

1 2 3 4 5

16. We receive regular internal communications detailing what our brand is about and how it is being reinforced.

1 2 3 4 5

17. Strengthening and protecting the company's brand is a fundamental driver behind our organization's long-term goals.

1 2 3 4 5

18. Our donors often introduce us to new audiences because of their deep connection with our work.

1 2 3 4 5

19. Our branding strategies are proactively driven. They do not depend on what our competitors are up to.

1 2 3 4 5

20. We can share in 5 sentences or less why we exist and what we do.

1 2 3 4 5

21. Details of our brand and the strategy that drives it are well documented and that information is available to those who need and desire it.

1 2 3 4 5

22. All key stakeholders are involved in our brand creation process.

1 2 3 4 5

23. We have well defined descriptions, key phrases, and images that are consistently used across all materials and mediums.

1 2 3 4 5

24. We view brands as applying to far more than just our visual identity and our marketing communications

1 2 3 4 5

25. Our brand includes not just our core organization but also our partners.

1 2 3 4 5

26. We tell stories of impact to intentionally reinforce our brand.

1 2 3 4 5

27. The physical space in which we work has a feel consistent with our brand.

1 2 3 4 5

28. The consistency of our brand is paramount. It reaches way beyond just tactical brand campaigns and it is deeper than even key personnel changes.

1 2 3 4 5

29. We review our brand and what it stands for at least once a year.

1 2 3 4 5

30. If our brand did not exist, the vast majority of our stakeholders (donors, community) would notice our absence and really miss having us in their lives.

1 2 3 4 5

TOTAL	
1's	
2's	
3's	
4's	
5's	
Grand Total	