



May 22nd BreakFACTS: Branding Basics

Branding Basics for Nonprofits: 7 Essential Steps to Elevate Your Cause

Facilitated by: Jennifer Spurling, Simply Be Creative LLC

What is a brand and why is it important for nonprofits?
From friendraising to fundraising, effective branding can elevate your cause.

This month's BreakFACTS will teach you:

- The seven essential questions to ask in order to define your brand
- The ways you can audit your organization's existing communications to ensure consistency and clarity
- Quick design solutions for in-house desktop publishing
- Cost-effective ways to get the word out about your organization after you've established a strong brand platform
- Other helpful tips and tools that professional marketers use to make their jobs more efficient and effective

Date:

May 22, 2012

Time:

8:30am Coffee &
Registration
9am–12pm Workshop

Cost:

\$25/person, includes
continental breakfast

Location:

Brocktonian Room
16 Belmont Street
Easton, MA 02357

[Register Here!](#)

About the Facilitator:



A true "Jill-of-all-trades," Jenny Spurling combines marketing savvy with nonprofit know-how in her latest role as owner of Simply Be Creative LLC. She has worked with organizations throughout Massachusetts, including: KeySteps, Inc. (formerly the Comprehensive School-Age Parenting Program), Brockton Visiting Nurse Association, Brockton's Promise, Community Connections of Brockton, United Way of Greater Plymouth County and the Arc of Massachusetts.

She has been recognized by both Stars and the Cape and Plymouth Business Journal as a "40 under 40" award recipient for her work marketing and graphic design work with local nonprofits.

Jenny began her career as an Account Executive for a boutique communications firm in New York and is the former Program Officer at the Center for Nonprofit Management at Stonehill College. She holds a B.A. in Communications from Salve Regina University and a Certificate in Graphic and Web Design from Bridgewater State University.

For more information, call 508-565-1856 or email infononprofit@stonehill.edu.

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