Branded Promotions Audit

An organization's brand reflects its core values and identity. When you put your logo and other branding elements on promotional material, you're telling stakeholders something important about your program.

Before branding or rebranding your program, think about what you really want to convey. Ask yourself these questions:

- What kind of personality does our organization have?
- Who are we?
- Who do we want to be?
- What are we passionate about?
- What is our promise and do we deliver?
- What are we most proud of?
- How are we unique in our community?
- Is our personality uniform throughout all units, service areas, and departments?

Next, perform an audit on all your external-facing materials. Consider every communication piece you create an opportunity to convey a message about your program and build support for the work you do.

Overall Look

- Is the look consistent across all items (e.g., colors, font, type size, graphic design, use of images)?
- Does the look portray what you want (e.g., trusted, established, nurturing, fun)?
- Are the key messages clear and concise?
- Is there a strong call to action?

Desktop Website

- Does the top half of your main page contain the key messages you want to convey to your stakeholders?
- Is the design uncluttered?
- Are there compelling visuals that complement the content?
- Is the navigation easy to use?
- Is the content kept fresh and timely?
- Is there one person who writes content to ensure consistency?
- Do you have a photo library to draw from?

- Are staff trained to make high-quality videos of important events?
- Does your program maintain a frequently updated website blog?
- Is your website platform easy to update?
- Does a dedicated staff person check analytics at least once a month to measure user engagement?
- Do you have a "donate now" button or page that makes a compelling case for supporting your program?

Mobile Website

- Does your website platform allow for responsive design so that it adjusts automatically between mobile and desktop viewing?
- Is your "donate now" page optimized for mobile use?

Newsletter

- Do you have an e-newsletter or printed newsletter?
- Is the content educational and newsworthy, or primarily promotional?
- Is there more fresh content than content repeated or curated from elsewhere?
- Is it a struggle for staff to create fresh content?
- Is the design simple and attractive, with an eye-pleasing mix of text and graphics?
- Does your newsletter have a "donate now" button or printed link?
- Do you routinely promote new website content, including videos and blog pieces?
- How does your program maintain and grow its newsletter list (e.g., sign-up sheets for events, mailings to donors, subscribe button on your main website)?
- What is your newsletter open rate?
- Do you maintain an editorial calendar and have a plan to develop fresh content?

Adapted from Score, *How to Do a Brand Audit* (July 17, 2019), https://www.score.org/resource/how-do-brand-audit.