

create your
brand story



Brand Story

A brand story is a cohesive narrative that connects emotionally with your target audience, enabling them to identify with your organization on a personal level. Use your Brand Story as a foundation for creating engaging content and campaigns that resonate.

Organization Core Summary

Briefly summarize your nonprofit's mission, vision and core values.

Background and Inspiration

Share the inspiration behind your nonprofit's founding or the driving force behind its work. Describe the key events or experiences that have shaped your organization's journey.

Emotional Connection

List the emotions you want your audience to feel when they interact with you (e.g., hope, compassion and empowerment). Explain how your nonprofit's work evokes these emotions or creates meaningful connections with your audience.

Success Stories and Impact

Share examples of your nonprofit's positive impact, including success stories, testimonials or key accomplishments. Describe how these examples demonstrate your organization's effectiveness and dedication to your mission.

Unique Differentiators

Highlight the unique aspects of your nonprofit that set it apart from other organizations in your sector. Explain how these differentiators enhance your organization's ability to address the issue and create lasting change.

Call to Action

Identify the key actions you want your target audience to take in response to your brand story (e.g., donate, volunteer, spread awareness). Describe how taking these actions will contribute to your nonprofit's mission and the greater good.

Write Your Brand Story

Distill all the previous sections into a compelling title and short story.

Example: "One Life at a Time: A Journey to End the Opioid Crisis"

In a small town ravaged by the opioid epidemic, a group of determined individuals came together with a shared vision: to save their community from the grips of addiction. This grassroots effort evolved into our nonprofit, Break the Chains, committed to preventing opioid addiction and providing vital support to those on the path to recovery.

Our approach combines evidence-based treatment, emotional support, and community engagement, tailored to the unique needs of the individuals and families we serve. By working together, we're restoring lives, rebuilding families, and healing communities—one life at a time.

Contact us to discuss ideas for using your Brand Story
to transform your communications and outreach.