

Club Branding ~ What, Why, How?



What is Branding?

Broadly stated, branding is the process of establishing an image of how you would like your organization to be seen and thought of by others (community, donors, prospective members, etc.).

Branding is a large part of anything others see that is representative of an organization. Everything sent out on behalf of the organization should enhance this in a positive way. Branding also extends to the small things ... how the organization is represented at events or how members inside the organization talk to people outside of the organization.

Branding is not about constructing an image and forcing it onto others. Instead, **a brand should represent the organization at its core and be congruent with the values it stands for** so members of the organization are comfortable projecting it to others.

Branding Gives Your Club a Unique Identity

Exchange is frequently not the only service club with a presence in any given community. For this reason, it may not be easy to gain the attention your club desires or deserves.

When trying to attract new club members or donors, your audience (the community) will ask themselves, "What's special about Exchange" and your club in particular. "Why should I support Exchange, not a different organization"?

A clear and consistent brand can answer these questions and provide your club with a unique and engaging identity, easily related to by others.

Club Branding Increases Trust and Loyalty

Most individuals are attracted to those who think and feel in a similar way and share similar values. When we strongly identify with a person, we are much more likely to feel drawn to them.

Club branding gives your community the opportunity to identify with your club. If your community can identify with your club, it has the chance to build an engaging relationship with your club.

This also extends to recruiting. With a congruent and consistent positive club identity, prospective members will be proud to become an Exchange Club member and will be motivated to represent and spread the messages of Exchange.

Club Branding Increases Audience Perception

Businesses and corporations use a wide variety of branding and marketing techniques to make products and services more desirable by giving them the feeling of value. The same (albeit not as complex) concept can be applied to club branding.

With a **consistent identity and branding across all communication channels** (social media, club website, club publications, etc.), your club **conveys that it is a professional and credible organization within the community.**

Club Marketing vs. Club Branding

Club marketing is a very important part of promoting your club within your local community. However, even though important,

some marketing techniques are short-term efforts that are used to make your club known to a large audience, quickly, at a given place or event. (Example: Sponsoring a booth at a community event.)

Club branding, on the other hand, **is a long-term investment.** Over time, as your community becomes more familiar with your club brand and starts to recognize it, it will get easier for your club to gain recognition, attract new members, and attract new donors.

Club Branding – Doing it Right!

The good news: **technology has made it much easier, and more affordable, for individual Exchange Clubs to brand themselves professionally** and to tailor the message (specific club projects, working within the community, etc.) to match its individual club identity. In addition, **thanks to the internet, your club has access to a much larger audience!**

The bad news: technology has made it much easier for everyone to market online; there is more competition and increased audience expectation.

Therefore, it is important to differentiate your club from others within your community; but, **be sure to remain consistent with Exchange's brand and Core Values in all club marketing and communications.**

Club Branding Across all Communications Channels

Branding is everything your club does; make sure your club branding is consistent across all club communications channels. Consistent club branding will help your community become familiar with your club and the values it brings to the community.

Review your club branding - is it consistent?

- **Is your club website design congruent with your club brand?** (For example, using Exchange's official logo colors on your club website.)
- **Does your club use its custom Exchange Club logo appropriately on its club website and across all social media platforms?** (Facebook, Twitter, Instagram, etc.)
- **Does your club branding extend to all marketing messages?** (Posts/replies on social media, press releases, news items, club publications, etc.)
- **Don't forget, club branding is more than what the eye can see - it's not just the visuals, it also encompasses how your club represents itself to the world.**

Website templates make this part easier! Learn more on the Member Resources section of Exchange's website.

LOGO/ARTWORK

Download the complete *National Exchange Club Branding Guide* and access print-ready, internet-ready logos and graphics on the Member Resources section of Exchange's website.

You will need to login with your *NationalExchangeClub.org* password.