Launching a Non-Profit Brand from Start to Finish

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Orbis is a non-profit organization that works to prevent and treat blindness through hands-on training, public health education, improved access to quality eye care, advocacy and partnerships with local health care organizations.

What is a Brand?
A brand is a promise (to deliver certain results, a certain experience or to act in a certain way). This promise is conveyed by every touch point and includes everything people hear, see, touch or feel about an organization.

Why is a brand important for a non-profit?
Orbis is a mission-driven organization, a strong brand captures the essence of the organization’s work and where the organization plans to go in the future. At the beginning of our rebranding process we conducted a brand audit to better understand our organization and reflect on where we are. We learned:

- Our mission was clear, but our vision for how it would be achieved lacked focus.
- We presented ourselves too narrowly; we needed to leverage brand assets to go beyond the FEH and demonstrate capacity building.
- It starts with vision. Our former tagline made it clear that we focused on avoidable blindness, but did not make a connection to our vision for transforming lives through improving access to quality eye care. Our goal was to develop a tagline that supported our desire to create impact in eye health, but also expanded understanding of our work.

Orbis’s Brand Project Process

- Brand Audit
- Brand Strategy
- Brand Identity
- Brand Activation

Orbis Brand Launch
March 25, 2014

Orbis Brand Audit Learnings

- Our mission was clear, but our vision for how it would be achieved lacked focus.
- We presented ourselves too narrowly; we needed to leverage brand assets to go beyond the FEH and demonstrate capacity building.
- We wanted to broaden our network to achieve “preventable blindness” and the goal of eliminating avoidable blindness.

Orbis’s New Brand:

- **Brand Ambition**: To develop our new identity, Orbis drew upon our rich 30+ year history to identify and hone the key attributes for which we are known. They include: pioneering, collaborative, in motion, practiced & precise and bringing perspective.

- **Brand Essence**: Envisioning Possibilities (Our brand essence is a single statement that captures the heart of our work.)

- **Brand Position**: We strive to transform lives through the treatment and prevention of blindness in the developing world. Orbis enables individuals to see a world of wonder, opening doors to communities to pursue a brighter tomorrow.

- **Logo**: You will notice that the plane is no longer part of our logo, but the Flying Eye Hospital (FEH) remains at the heart of what we do. Our work began in 1982 with the FEH, but over the years our work has expanded. Whether in a local hospital or in a rural area, we are constantly working towards improving access to quality eye care. As such, we wanted our logo to reflect that. Thus, we chose a logo that provides more flexibility in showcasing our work.

- **Tagline**: We started with Vision. Our former tagline made it clear that we focused on avoidable blindness, but did not make a connection to our vision for transforming lives through improving access to quality eye care. Our goal was to develop a tagline that supported our desire to create impact in eye health, but also expanded understanding of our work.

Orbis’s Brand Project Process

- **Brand Audit**: Reflecting on Who We Are
- **Brand Strategy**: Engaging Key Stakeholders
- **Brand Identity**: Brand Audit: Reflecting on Who We Are
- **Brand Activation**: Brand Audit: Reflecting on Who We Are

Brand Activation: Bringing the Brand to Life
The most important and challenging part of a rebrand is brand activation to bring the spirit of the brand to life both internally and externally.

External Engagement
We conducted a soft launch to release the brand on key external applications including but not limited to Orbis’s website, social media platforms and our telehealth initiative Cyber-Sight®. We also issued a press release to share the news and a FAQ sheet to explain the new brand to our supporters. Additional items were rolled out gradually after the launch date.

Internal Engagement
Staff are the primary ambassadors to the organization, so it was very important that they understood the brand. Orbis is a global organization and has 15 offices worldwide. Given this vast network we worked to reach everyone through several different methods:

- **Brand Activation Committee**: We created a “Brand Activation Committee” made up of different members of Orbis leadership. The committee was updated via communications every 3-4 weeks beginning seven months before launch. Each update included key information and tips for transitioning to the new brand. The committee was tasked with sharing new information about the brand with their staff.

- **Brand Launch Ambassadors**: Because we are a global organization with offices around the world, we identified two individuals in each location to be “Brand Launch Ambassadors.” These individuals were tasked with planning local launch celebrations to generate excitement. The ambassadors also documented their local celebrations. These photos were compiled into a celebration video which was shared internally on our Intranet and externally on our social media channels.

- **Brand Launch KIta**: We provided our Brand Launch Ambassadors with a kit of branded items a week before the brand launch. The kit also included tips for the Brand Launch Ambassadors on what they could do in their office to celebrate the new brand.

- **Brand Launch Celebrations**: Each office developed a unique celebration with activities to engage staff with the new brand.

Resource Centers
We provided each brand launch with complete with background information, FAQs and other information. We provided our internal team with a quick start guide to help onboard our internal and external stakeholders. In addition, we built a set of assets to go on our Intranet for all staff to access.

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