



Branding for Nonprofits

By DK Holland



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Branding for Nonprofits provides the processes, tools, and thinking needed to brand or rebrand. Author DK Holland—a pioneer in the field—helps nonprofits approach the rebranding process with confidence and enthusiasm. Case studies reveal real-life situations in which nonprofits have successfully created branding opportunities out of dilemmas, creating a distinctive, clear identity that furthers their mission. Inspiring and demystifying, this book is the essential tool for nonprofits seeking to communicate their important work in a bold voice. • Addresses the connection between branding and fund-raising • There are 1.6 million nonprofits in the United States. Stand out from the crowd!

Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a *New York Times* bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

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Editorial Review

About the Author

DK Holland has been developing award-winning branding, licensing, promotion, and product development for major clients for more than thirty years. Today she works exclusively with nonprofits. The author of a dozen books, she lives in Brooklyn.

Users Review

From reader reviews:

Joyce Coolidge:

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