



# Branding for Nonprofits

By DK Holland

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## Branding for Nonprofits By DK Holland

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!

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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.

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