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**Visibility And Money**

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**Communications**

**Sarah Durham**

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### **Brandraising How Nonprofits Raise Visibility**

Brandraising by Sarah Durham.

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Communications by Big Duck's founder and CEO, Sarah Durham, introduces our holistic, mission-driven approach to communications—with a special focus on fundraising efforts.

**Brandraising: How nonprofits raise**

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In "Brandraising-how nonprofits raise visibility and money through smart communications," Sarah Durham has written a book for the rest of us.

Nonprofit leaders, as the title suggests, are already managing their agency's communications, with widely-varying budgets and levels of understanding

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about how best-practice branding and communications optimally work.

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"Sarah Durham, author of 2009's Brandraising, founded communications firm Big Duck in 1994 to help nonprofits raise money, gain visibility, and make



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downturn.

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**Brandraising: How Nonprofits Raise  
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Brandraising: How Nonprofits Raise  
Visibility and Money Through Smart  
Communications, Sarah Durham, John  
Wiley & Sons, 2009, 0470542217,  
9780470542217, 208 pages. In the

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current economic climate, nonprofits need to focus on ways to stand out from the crowd, win charitable dollars, and survive the downturn.

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stand out from the crowd, win charitable dollars, and survive the downturn.

Effective, mission-focused communications can help organizations build strong identities, heightened reputations, and increased fundraising capability. Brandraising outlines a mission-driven approach to communications and marketing,

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Based on Sarah Durham's book

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Brandraising: How to Raise Money and Increase Visibility through Smart Communications (Jossey-Bass, 2010) this workshop introduces nonprofits to the concepts of brandraising that can help you improve your fundraising, outreach and relationship-building communications through your brand.



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**Brandraising: How Nonprofits Raise Visibility and Money ...**

Brandraising — a term coined by Big Duck and explored in detail in Sarah Durham's book, Brandraising: How nonprofits raise visibility and money through smart communications — is the notion that your brand identity can guide your fundraising efforts and help them

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to pack a more powerful punch.

Communications Sarah

## **Digital Brandraising: Raise Visibility, Raise Money ...**

Tactfully raising your visibility positions you as an asset, not a threat. Addressing a critical issue can make you indispensable. Now the movers and shakers want to know you.

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## **3 strategies for raising your visibility in nonprofits ...**

Sarah Durham is the principal of Big Duck, a firm she founded in 1994 that works exclusively with nonprofits to help them raise money and increase their visibility through smart communications. Clients include the Robin Hood

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Foundation, United Way of New York City, American Jewish World Service, Women's Sports America and Partnership for a Drug-Free America.

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In her book, " Brandraising: How Nonprofits Raise Visibility and Money

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Through Smart Communications,” Durham stresses that today, more than ever, “donors and potential donors must be reminded of not only what your organization stands for (brand), but must also see you more visibly/constantly (awareness), and understand how those messages link to giving (fundraising).”

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## **Brandraising: Your Next Big Fundraising Strategy | Classy**

Brandraising: How Nonprofits Raise Visibility and Money through Smart Communications By Sarah Durham; Jossey-Bass, 2010; hardcover, 190 pages; ISBN# 978-0-470-52753-5 \$35.00 Most nonprofit leaders know the

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value of communications, know (theoretically, at least) that they can't afford not to proactively communicate, but it is a common lament that time and money are too focused on programs to

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Praise for Brandraising "Brandraising is a timely, critically important contribution for all nonprofits. With its sage, step-by-step guidance, this book should be a dog-eared resource for perceptive chief executives in the sector." Mark Lipton, consultant on nonprofit board strategy

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**Research and Markets:  
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