

The Red Pencil

# Small Charity Brand Survey

## How to run an Appreciative Inquiry workshop to improve brand management

Red Pencil

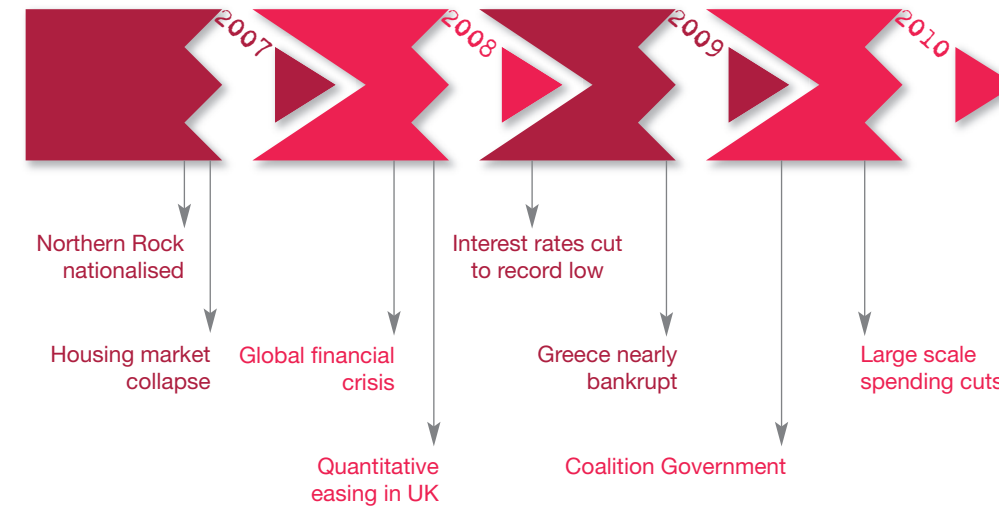
The Small Charity Brand Survey studied how 140 UK charities with annual incomes of £1m or less were managing and implementing their brands, and if the recession influenced branding decisions.

This Red Pencil guide uses the findings of the survey to show you how to run an Appreciative Inquiry based workshop to understand and manage your brand to see better fundraising results. Appreciative Inquiry focuses on finding solutions.



## Recession timeline

### World and UK recession

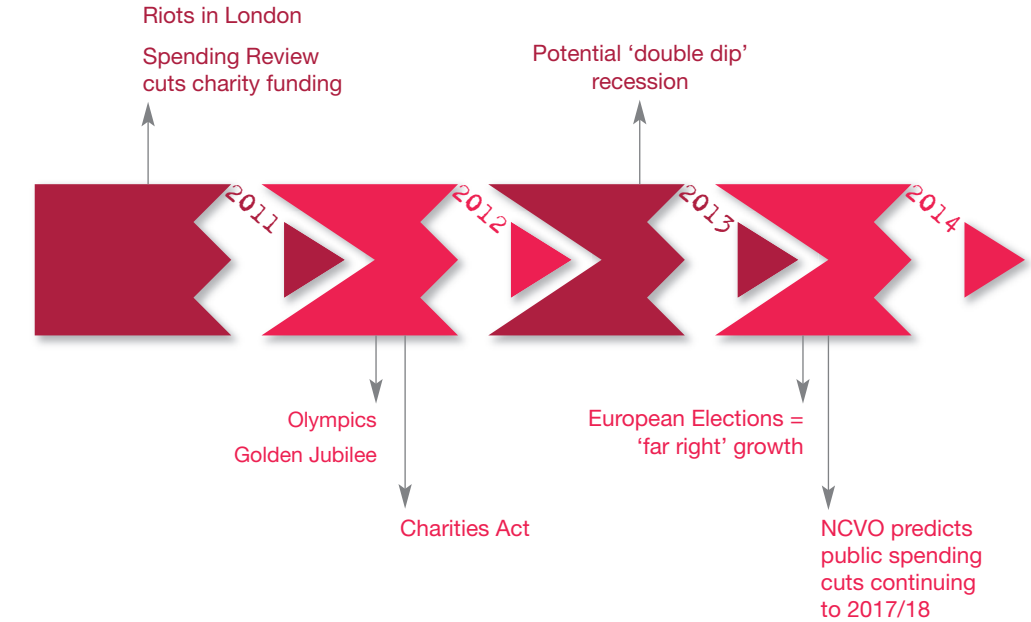


### Step 1: Context:

#### Whole group

- Add to the timeline other events:
- from your personal / professional life
  - from around the world and UK recession
  - from your charity and its brand

Branding is influenced by our experiences and external events so this contextualises your brand's history and evolution during the UK recession.

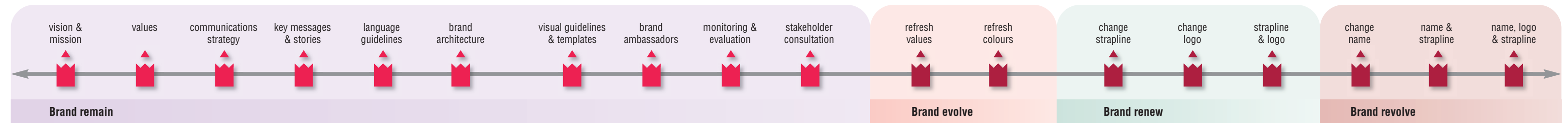


### Step 2:

#### Whole group / breakaway

Use the brand management continuum to discuss what 'stage' your brand is at. Do you have in place all the brand management components listed in brand remain? Are you considering any activities in the other stages that describe different levels of rebranding?

### Brand management continuum



## Brand management barriers



### Step 3:

#### Breakaway

Take one brand management mind map (barriers, outcomes and outputs) per group and discuss. Do they apply in your charity? Annotate each mind map so it applies to your organisation.

## Brand management benefits (outcomes)



### Step 4:

#### Breakaway

Discuss how you can overcome the barriers and realise the benefits of brand management in your charity. Think about the context of your recession timeline. Focus on solutions – don't dwell on issues.

## Brand management benefits (outputs)



### Step 5: Conclusion:

#### Whole group

Feedback from breakaway groups on the solutions identified to manage your brand. Discuss and reflect as a whole group. Note important points and identify actions for tomorrow, this month and this year.

Red Pencil helps charities market your products and services, communicate impact and raise funds.

Read more at  
[redpencil.co.uk](http://redpencil.co.uk)

Share your workshop experiences or get help at  
[hello@redpencil.co.uk](mailto:hello@redpencil.co.uk)  
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Get in touch if you'd like to be sent an executive summary of the Small Charity Brand Survey results and recommendations.



Photo captions and credits:

Writing on the recession timeline  
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Annotating a brand management mind map  
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Mind maps and recession timeline from the Appreciative Inquiry focus group run during the Small Charity Brand Survey research  
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