

Naming and Branding Worksheet

🗨️ *People don't buy what you do, they buy why you do it. - Simon Sinek*

Your nonprofit's name is critical because it is what will distinguish your nonprofit from others. It's the first thing a prospective donor will read when deciding whether or not to learn more about your nonprofit, and ultimately, whether or not to support it. The right name also builds immediate trust and credibility with a prospective new supporter and makes a warm first impression.

As a warm up to the naming exercise, think through these questions and write your answers in the space provided.

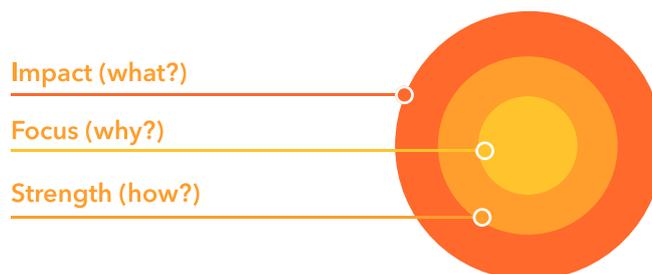
1 If you were explaining your organization to a young child, how would you explain it?

2 Do you have a formal mission or purpose statement for your organization? If so, list it here:

3 Circle some of the key words or phrases that reflect your organization and in the statements above.

Using the Golden Circle to Create Your Name

To use the Golden Circle to help guide your thoughts and actions for naming your organization, think through these questions.



"The Golden Circle" is a concept developed by Simon Sinek who says, "people don't buy what you do, they buy why you do it." Sinek, Simon *Start with Why: How Great Leaders Inspire Everyone to Take Action*, 2009.

Brainstorm

Now, it's time to brainstorm some words that can help form your organization's name. The first step is to use the space below list key words that could make up a potential name.

- 1 Write down some of the words you circled in your explanation and/or purpose statement.
- 2 Write down some of the words you listed in your "Why," "How," and "What" statements above.
- 3 Write down any other words that relate to your organization....maybe they're related to what you do or a feeling you would like others to feel when they think of your organization.

Mashup

The second step is to take the key words you created above and mash a few together to see what you come up with.

Evaluate

It's now time to take a deep, critical look at your potential names. Perhaps it's time to take your favorite words or combinations to a select few individuals to get another perspective. Take some time to consider some of the following questions:

- Could this potential name be confused with an existing company, brand, or organization?
- Does this name sound like a credible organization?
- Could there be negative connotations of this name?
- If I wanted to register this as a domain name, is it available?
- Would there be any international confusion around this name?
- Is this name easy to pronounce, spell, and speak?
- Does this name bring clarity to the purpose of your organization? Or does it make it more confusing?

What's in a name, you might ask? Innumerable possibilities for your deserving, incredible nonprofit organization. Find more advice on naming your organization over at our blog "[Make it Matter: How to Name Your Nonprofit Organization](#)".

You've done the hard work of focusing on your organization and its purpose. You can also use the results of this exercise to shape your organization's Case for Support and your core messaging that you can weave throughout all your communications.