

IDENTITY AND BRANDING

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ASAE: Handbook of Professional Practices in Association Management



1. How would you describe NDAA's brand?
2. Name at least 5 touch points where someone's experience with NDAA should reflect and contribute to our brand.
3. True or False: Branding is our NDAA logo.
4. "Think of branding as what goes into your choice of store or service- as well as the feeling after you've made your purchase- and marketing as all the activities that help you narrow your decision to the point of purchase". Pick a product or service outside of NDAA and describe how branding has affected your purchase (or non-purchase) in the past.
5. What is the value of an NDAA membership?
6. What does NDAA do? (Answer in one sentence.)
7. What makes NDAA's offering unique or better yet, indispensable?
8. Why does NDAA do this and why do our members engage with us?
9. How does NDAA know what we know?
10. Does NDAA like its members or are we focused on trying to get them to like us?

Bonus Question: *The care and feeding of the brand is everyone's job.* Every contact with our brand is a chance to increase or decrease an individual's support of NDAA. What can you do to amplify and lift up our brand with others (members, non-members, partners, funders)?