

MIGHTY
ALLY

PACKAGE

Total Brand Diagnostic

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Facing barriers to growth.



Social ventures face a wide range of challenges. They struggle to tell a cohesive story. Staff isn't aligned around the model and vision. Donations or sales are down. Despite prior successes, they can't seem to break through to the next level of growth.

These issues can seem disconnected. But they're actually all symptoms pointing to a single, larger problem: brand confusion. Brands are complex. And leaders often aren't sure where or how to begin, so they don't.

Actionable insights.

Most organizations could make meaningful progress on their brand using internal teams or external partners – if they had a roadmap. But budgets and time are limited.

What if a guide could lead them through a comprehensive diagnostic of their brand? An expert audit to highlight their brand's greatest opportunities and challenges – from theory of change to positioning strategy, marketing communications to strategic planning? A coach to help them take action?



Elements of the Total Brand Diagnostic

01

Online assessment

First, we deploy our online Brand Impact Assessment to your staff. We analyze the results, highlighting where there's agreement plus noting topics of dissent. And we identify opportunities for improvement.

02

Expert audit

Second, we take an independent audit of your messaging & brand materials. From the website to social media, fundraising appeals to impact reports. This arms us with more ideas on where your brand is lacking.

03

Leadership workshop

Next, we guide your leadership through a half-day virtual workshop. Part one covers our Four A's brand framework. Part two documents & prioritizes what's right, wrong, missing & confused with your brand.

04

Implementation consulting

Finally, we lead your team through decisions on how to improve your brand. This may be a number of quick fixes, like upskilling a team member or hiring an external resource. There's no formula for success, except taking action.

Clarity & confidence.



You leave the diagnostic eyes wide open, team aligned, ready to tackle your brand challenges. And you get:

- Brand Impact Assessment scoring matrix
- Expert audit with summary insights
- Right, wrong, missing & confused list
- Top three areas to address
- Half-day workshop & up to eight hours of consulting

Immediate, positive ROI.

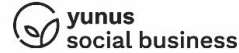
Brand affects every aspect of any social venture, whether grassroots or global. All change makers should be able to access the expertise needed to build a strong brand.

The Total Brand Diagnostic costs **\$10,000 USD**. But for organizations with less than \$1MM in annual turnover, we discount on a sliding scale down to **\$5,000 USD**.



We guide nonprofits and social enterprises to position their brands, clarify messaging, and reach new audiences – so they drive more income and grow in a sustainable way.

SOME CLIENTS



“Mighty Ally did a great job on the Total Brand Diagnostic for Social Enterprise Academy. It was great to get an objective opinion on how our brand comes across in the social impact ecosystem. The insights gained formed the base of our new marcom strategy. I highly recommend this exercise for any organisation.”

Surika Behrens | Social Enterprise Academy South Africa

“Excellent experience. Mighty Ally is a reliable and professional organization. The Total Brand Diagnostic exceeded our expectations. The output was insightful and detailed, and they worked well with our team. We cannot wait to work with them again!”

Vanessa Anyoti | Jakaya Mrisho Kikwete Foundation

“Mighty Ally leads with their values to drive our work forward. They lean hard into their deep expertise and understanding of the sector to make strategic recommendations we can trust. Our organization, communications, and impact are all the better for it.”

Sharath Jeevan | STiR Education

**MIGHTY
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Get started.

Reach out to speak about your situation.

If we move forward, you sign a simple agreement and pay the fee. We set the workshop date. You send brand materials. We get to work on the assessment and audit.

The diagnostic can be completed in 4–8 weeks.

MIGHTYALLY.ORG

PHONE +1 615 290 5625

WHATSAPP +256 703 805 875

EMAIL HELLO@MIGHTYALLY.ORG

