



Course Title: Purposeful Branding for Nonprofits
Course Code: WSP 278
Instructor: Melissa McVicker

Course Summary:

**Please see course page for full description and additional details.*

Grade Options and Requirements:

- No Grade Requested (NGR)
 - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

Tentative Weekly Outline:

Saturday, May 7, 2016

- 10am PST start
- Introduction & Workshop objectives
- Building the Brand Blueprint
 - Brand Vision
- Lunch (12-1pm)
 - Brand Mission
- Nonprofit Leaders panel discussion: Nonprofit Founder & CEO guests
- Break (2-2:30)
 - Organizational & Brand Values
- Next Steps & Homework
- End 4pm PST

Saturday, May 14, 2016

- 10am PST start
- Recap of workshop #1
- Building the brand blueprint
 - Strategic Objectives
- Lunch (12-1pm)
 - Current Brand Goal
- Break (2-2:30)
 - Organizational Culture
 - Brand voice and personality
- Putting it all together – the Brand Blueprint
- End 4pm PST

Please contact the Stanford Continuing Studies office with any questions
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