

# MARKETING IS IMPACT

Presented by Brandon Davis

# BRANDON DAVIS

Marketing and brand executive for the leading nonprofit  
— YMCA of Metropolitan Chicago

## YMCA OF METROPOLITAN CHICAGO | DEC. 2021 - PRESENT

- Vice President, Brand Engagement
- Senior Director, Brand Strategy & Marketing
- Senior Director, Marketing

## CHICAGOLAND CHAMBER OF COMMERCE | OCT. 2020 – DEC. 2021

- Vice President, Marketing & Communications

## CNA INSURANCE | JUN. 2014 – OCT. 2020

- Director of Public Relations & Corporate Social Responsibility
- Marketing & Communication Senior Specialist
- Content Coordinator





# LEARNING OBJECTIVES

- Discuss how a brand can be a powerful tool to improve connections to your mission, donor appreciation, and engagement
- Discuss strategies for leveraging an organization's brand for donor relations
- Draw from your professional experience for strategies on how to embrace a marketing mindset

**“Uncharitable will change you. It will change everything you’ve ever thought or been taught about charity, giving, solving the great problems of human suffering that have plagued humanity since the beginning of time and building a world that works for everyone.”**





PART I

# BRAND IS IN THE EYE OF THE BEHOLDER







*Photo Courtesy Barack Obama Presidential Library*



*Photo Courtesy Quinn Harris/MLB Photos*



*Photo Courtesy YMCA of Metropolitan Chicago*

SO, WHAT'S A  
BRAND?

It's your reputation.

# THE EMERGENCE OF A FOURTH SECTOR OF THE ECONOMY: SOCIAL ENTERPRISE

Social enterprise is becoming “a necessary and inevitable evolution of the nonprofit organization.”

A “mindset, an approach to leadership (and organization) that incorporates an entrepreneurial approach to solving intractable social problems that leverages business principles and enterprising programs.”

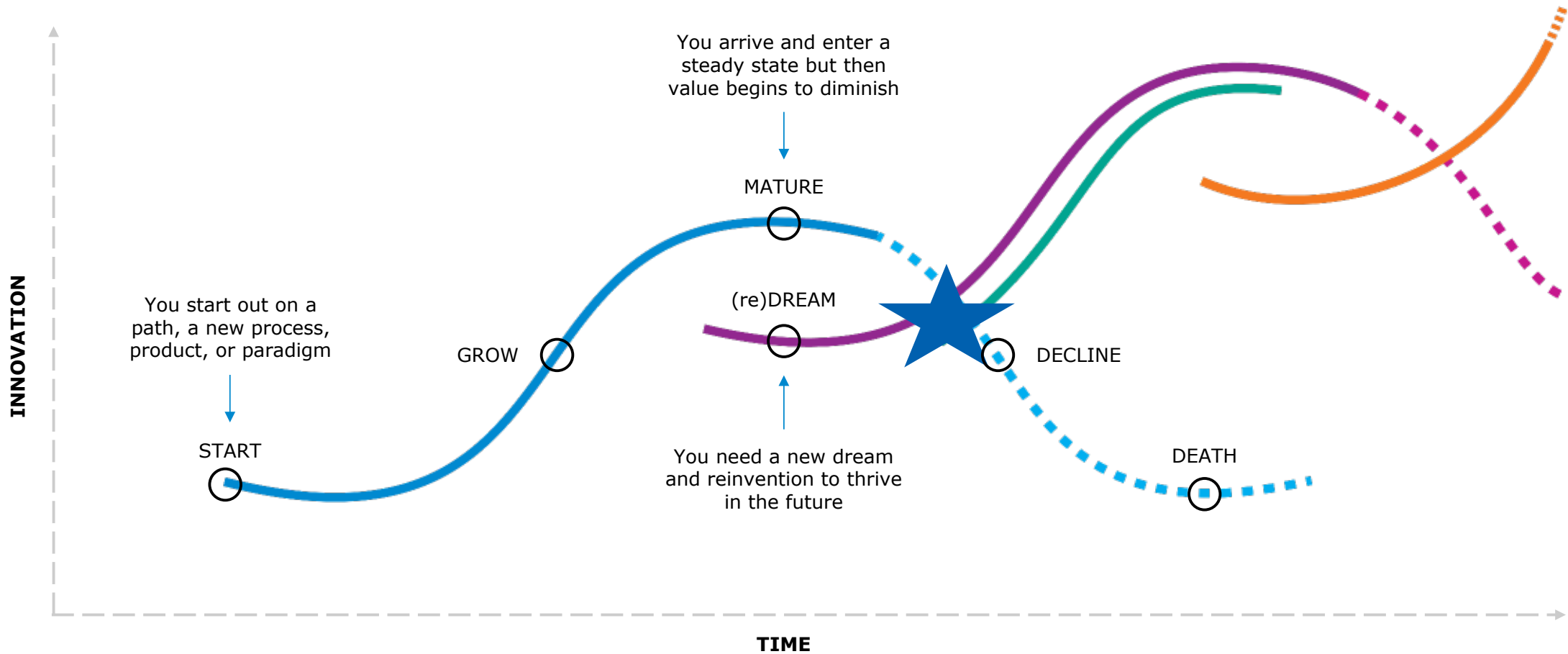
Cyrus O. Patten, Ph.D., January 2017,  
[Nonprofit Social Enterprise: Social Change in a New Economic Paradigm](#)

The newly emerged organization (SE/Social-Commercial Business Model) is comprised of different belief systems (i.e., values), operational foci, and organizing frameworks that its staff use to assign meaning to and organize their tasks.

Wai Wai Ko, Gordon Liu, Jan 2020, The Transformation from Traditional Nonprofit Organizations to Social Enterprises:  
An Institutional Entrepreneurship Perspective, *Journal of Business Ethics*

# REIMAGINING BUSINESS

## Business Maturity Curve



WHAT'S THE Y'S  
BRAND?

Don't go easy on me!

FUN AFFORDABLE  
COMMUNITY  
FRIENDLY CLASSES  
PROGRAMS STAFF  
CLEAN CONVENIENT

PEOPLE  
PLACE  
SAFE  
EQUIPMENT  
HELPFUL

YMCAs GREAT PLACE  
FACILITY  
KIDS  
FAMILY  
GOOD

THE HERITAGE AND  
THE LEGACY OF THE  
YMCA OF METRO  
CHICAGO ARE SECOND  
TO NONE.

Yet, what the Y stands  
for has gotten blurrier  
with time.

HOPE,  
OPPORTUNITY,  
IDEAS, AND  
INSPIRATION.

PLAY BRINGS ABOUT ENDLESS POSSIBILITIES THAT LEAD TO PROGRESS.

ALL THE FUN AND JOYFUL  
ACTIONS THAT BRING US  
TOGETHER FOR SHARED  
EXPERIENCES.

FORWARD MOVEMENT, BIG OR  
SMALL, THAT BENEFITS THE  
INDIVIDUAL AS WELL AS THE  
COMMUNITY.



Answer me this. What makes us happy? What brings us joy?  
You only get one answer. You only get one word.

Tough, you say. It's different, you say, for each of us.

But there is one thing we all do to raise our hearts and our heads  
and our eyebrows and make our smiles wide.

We play.

No matter *how* we do it, we play. Because if it brings us joy,  
it is play.

Play is where joy comes from. Which doesn't mean you shouldn't  
take it seriously. Bringing joy is serious business. Which makes playtime,  
my pals, the most serious time there is.

Play isn't just pretending. Or romping or recreating.

# ONE THING

Play is creating. Conceiving. Engineering a more happy now.

At the Y, we live for play - positive, additive, productive, healing. Because in the playing, growing is. Learning is. Joy, a *shared* joy, is.

Learning to plié, play.

Throwing a slider, play.

Making a slam dunk, play.

Reading Shakespeare, playing Gershwin, castling in chess, play.

Caring for children, play. Training them to lead, *beautiful* play.

Embracing immigrants, inspiring activism and yes, gymnastics, and yes, fitness and yes, swimming...

So many ways to play.

So many ways to bring joy.

So many different interests, aligned as one.



So join us.  
It's always playtime here.  
That we play the same thing isn't important.  
That we play it together, is the most important thing in the world.

YMCA OF METROPOLITAN CHICAGO

TOGETHER WE PLAY.



the

the power of **PLAY**



PART II  
LEVERAGING  
BRAND FOR  
DONOR  
RELATIONS

# IMPROVING CONNECTIONS WITH PARTNERS & DONORS

A Good Brand Should:

Build Trust

Convey Your Mission

Create Familiarity

Establish Your Reputation

Generate Awareness







PART III

# EMBRACING A MARKETING MINDSET

# HOW YOU CAN EMBRACE A MARKETING MINDSET

## A Few Tips & Ideas

Know Your Audience ... Like,  
Really Know Them

Find Joy — Over & Over

Embrace Change ...  
Even the Chaotic Kind

There Are No Failures —  
Only Unplanned Learning  
Opportunities



THANK YOU

# Q&A YY

# MARKETING IS IMPACT



Brandon Davis

Vice President of Brand Engagement | YMCA of Metropolitan Chicago

[bdavis@ymcachicago.org](mailto:bdavis@ymcachicago.org) | 773-383-7166