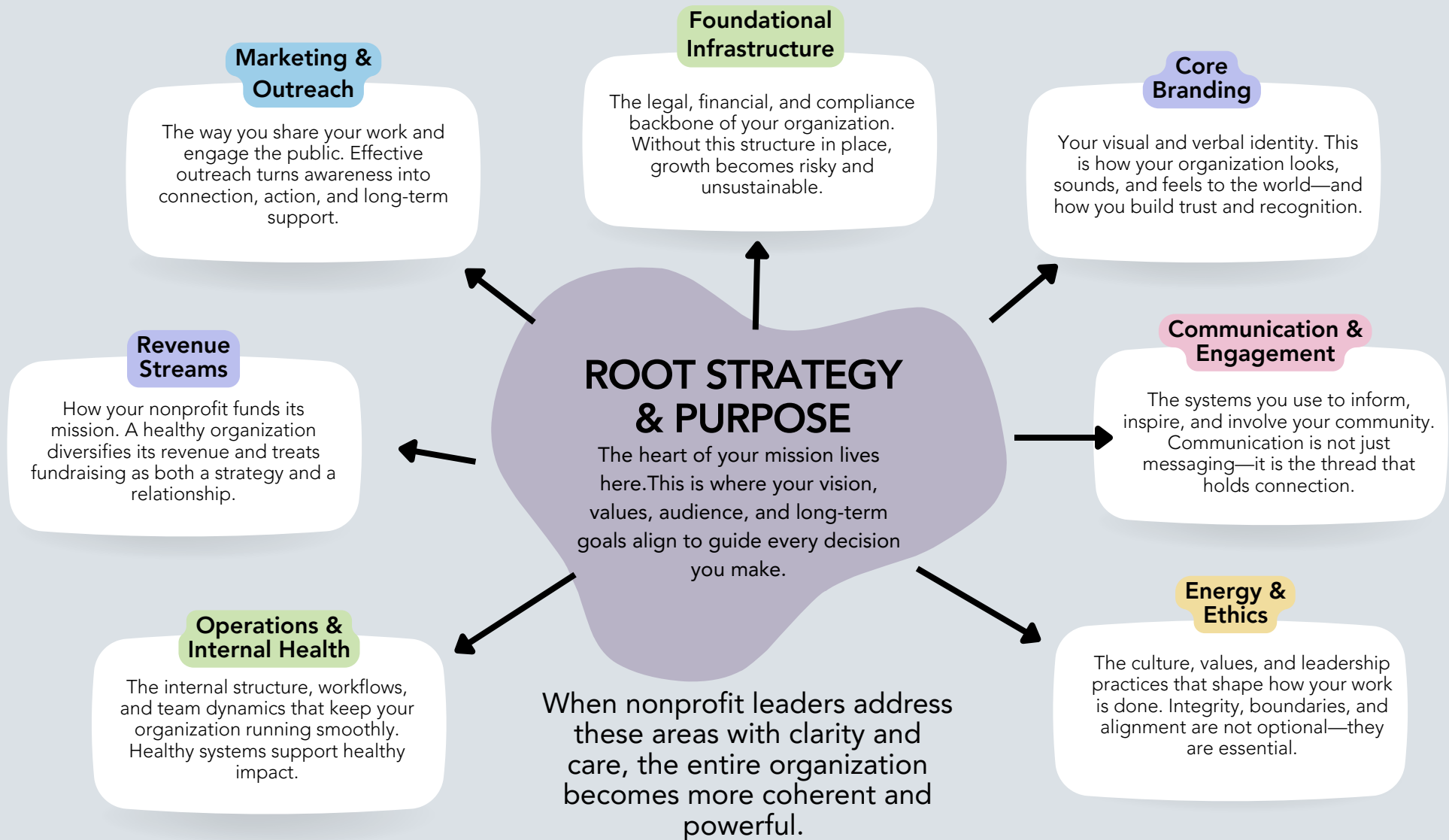


# The Conscious Nonprofit Branding and Foundation Map

Use this Framework Overview to assess, align, and anchor your organization.

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**Find explanations and details for each category on the following pages.**

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## ROOT STRATEGY & PURPOSE

The heart of your mission lives here. This is where your vision, values, audience, and long-term goals align to guide every decision you make.

- Vision
- Mission
- Impact
- Organizational Values
- Theory of Change or Logic Model
- Alignment with Soul Purpose and Energetic Integrity
- Long-Term Legacy or Enduring Impact Goals
- Primary Audience Identification
- Value Proposition

# The Conscious Nonprofit Branding and Foundation Map

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## Foundational Infrastructure

The legal, financial, and compliance backbone of your organization. Without this structure in place, growth becomes risky and unsustainable.

- Legal Formation
- IRS 501c3 Determination Letter
- Federal EIN
- Board of Directors Established and Active
- Board Roster and Terms of Service
- Bylaws
- Conflict of Interest Policy
- Gift Acceptance Policy
- Whistleblower Protection Policy
- Document Retention Policy
- Public Disclosure Compliance
- State Charity Registrations
- Business Licenses
- Insurance Coverage
- Bank Account with Appropriate Signatories
- Chart of Accounts
- Financial Software Setup
- Annual Budget and Financial Forecast
- Payroll System or Fiscal Sponsorship Arrangement
- Contracts and Independent Contractor Agreements
- Required Workplace Postings
- Accessibility Plan and ADA Compliance

# The Conscious Nonprofit Branding and Foundation Map

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## Marketing & Outreach

The way you share your work and engage the public. Effective outreach turns awareness into connection, action, and long-term support.

- Fully Functional Website
- Donation Page or Sales Funnel
- Contact Forms and Inquiry Tracking
- Social Media Strategy
- Email Marketing Platform Setup
- Outreach Materials
- Event Marketing Strategy
- Promotional Swag and Print Materials
- SEO Strategy
- Google Analytics and Tracking
- Storytelling Framework
- Press Kit and Media Contact Strategy

# The Conscious Nonprofit Branding and Foundation Map

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## Core Branding

Your visual and verbal identity. This is how your organization looks, sounds, and feels to the world—and how you build trust and recognition.

- Brand Identity
- Branding Guidelines Document
- Voice and Tone Guidelines
- Core Messaging Pillars
- Mission Tagline
- Founder or Organizational Origin Story
- Audience Profiles or Personas
- Values Language
- Story Bank or Impact Narrative Repository
- Visual Asset Library

# **The Conscious Nonprofit Branding and Foundation Map**

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## **Revenue Streams**

**How your nonprofit funds its mission. A healthy organization diversifies its revenue and treats fundraising as both a strategy and a relationship.**

- Primary Funding Model
- Grant Strategy
- Fundraising Strategy and Plan
- Earned Revenue Models
- Pricing or Donation Suggestion Models
- Donor Stewardship Plan for Acquisition and Recognition
- Gift Processing and Acknowledgment System
- IRS Gift Acknowledgment Compliance
- In-Kind Gift Tracking and Reporting
- Fundraising Registrations and State Compliance
- Donor Segmentation Strategy
- Supportive CRM and Donor Communication Tools

# The Conscious Nonprofit Branding and Foundation Map

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## Communication & Engagement

The systems you use to inform, inspire, and involve your community.  
Communication is not just messaging—it is the thread that holds connection.

- Email Newsletter
- Community Engagement Strategy
- List-Building Plan
- Platform for Online Community Building
- Regular Donor or Supporter Updates
- Annual Report or Impact Summary
- Press Releases and Media Kit
- Podcast or Video Series
- Interview or Media Appearance Strategy
- Partnership Communication Plan

# The Conscious Nonprofit Branding and Foundation Map

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## Operations & Internal Health

The internal structure, workflows, and team dynamics that keep your organization running smoothly. Healthy systems support healthy impact.

- Staff or Volunteer Structure
- Role Descriptions and Expectations
- Volunteer Onboarding Plan
- Standard Operating Procedures
- HR Systems and Personnel Files
- Time Tracking System
- Technology Stack
- Cybersecurity and Data Privacy Measures
- Donor or Client Relationship Management System
- Workflow Management Tools
- Internal Calendars and Project Management
- Remote Work Policies
- Diversity, Equity, and Inclusion Practices
- Burnout Prevention and Leadership Sustainability



# The Conscious Nonprofit Branding and Foundation Map

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## Energy & Ethics

The internal structure, workflows, and team dynamics that keep your organization running smoothly. Healthy systems support healthy impact.

- Clear Personal and Organizational Boundaries
- Energetic Hygiene and Rest Practices
- Post-Market or Ethical Wealth Philosophy
- Philanthropic and Financial Integrity Standards
- Sacred Stewardship Agreements
- Leadership Values Statement
- Accountability Agreements and Reflective Practices
- Organizational Decision-Making Practices
- Agreements with Collaborators, Speakers, or Partners
- Community Code of Conduct