A Brand Rollout Checklist for Nonprofit Teams

Rebranding is a Practice in Change Management

Hyperakt's checklist provides Communications Teams with a roadmap to brand launch, ensuring that internal teams are aligned, informed, and actively participating in the transition to your new identity.

Brand Creative Process

Planning for managing brand change
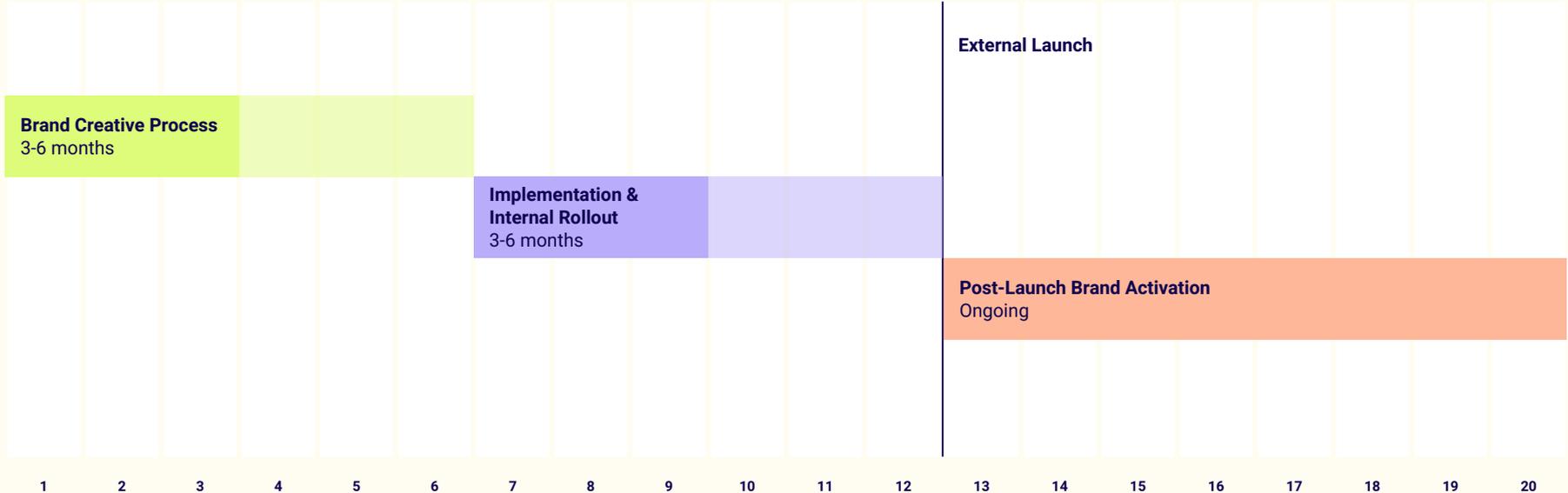
Implementation and Internal Rollout

Socializing and operationalizing

Post-Launch Brand Activation

Learning and improving your brand

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Read Hype Insights: The Branding Process Is Change Management

Your Communications Team will manage the rollout process across several stages of rebranding.

External Launch

Brand Creative Process
3-6 months

Implementation & Internal Rollout
3-6 months

Post-Launch Brand Activation
Ongoing

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |

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Start building your rollout systems before or during the creative process while your creative partner conducts its work.

1
Stakeholder Engagement

- ❏ <u>Identify and prepare your stakeholders</u>
- ❏ Apply a mapping matrix to prioritize stakeholders based on their level of influence and interest in a project.
- ❏ Identify activities each stakeholder group will participate in.

Participants: Comms Team

2
Legal and Trademark

- ❏ Ensure legal protection for the new brand/name identity
- ❏ Confirm trademarking or DBA (Doing Business As) for the new brand name.

Participants: Ops Team

3
Brand Development and Approval

- ❏ Preview and contextualize the new logo/new name to leadership, managers, and the team to ensure it reflects the organization's mission and values.
- ❏ Include your key stakeholder groups in creative presentation rounds.

Participants: Funders, Board Members, Staff-Managers, Staff

4
Content and Material Preparation

- ❏ Generate a list of all materials to update with the new brand.
- ❏ Establish who will be accountable for creative oversight to ensure consistency.
- ❏ Coordinate with the Comms Team to identify capacity and plan for execution.

Participants: Comms Team

This work overlaps with the work of your creative partner, who can oftentimes provide rollout support.

1
Final Brand Presentation(s) to Staff

- ❏ Conduct team meetings to present the new brand, share what's next, and prepare for training.
- ❏ Use these meetings to introduce the brand and set expectations for the upcoming changes for all staff.

2
Training and Education for Staff & Managers

- ❏ Deliver interactive brand training sessions for managers and all staff.
- ❏ Include breakout sessions for practical application of the brand guidelines.

3
Final Brand Presentation(s) to Key Stakeholders
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- ❏ Roll out the brand to key stakeholders, including funders and board members
- ❏ Use your stakeholder engagement plan to ensure all stakeholders are informed and engaged.

Participants: All Staff

Participants: All Staff, Staff-Managers

Participants: Funders, Board Members

This work overlaps with the work of your creative partner, who can oftentimes provide rollout support.

4
External Digital and Physical Updates

- ❏ Ensure digital assets such as your website, social media channels, and internal tools reflect the new brand before the official launch.
- ❏ This is the largest and most consuming effort of the rollout process. Prioritize which assets you'll address first and take a phased approach.

Participants: Comms Team, Ops Team

5
HR and Internal Documentation

- ❏ Rebrand HR documents, internal tools, and intranet.
- ❏ Prioritize documents based on urgency and visibility. This work can bleed into Post-Soft Launch Activities.

Participants: Ops Team

This work is meant for internal teams to conduct independently with minimal consultation from your creative partner.

1
Brand Ambassadors

- ❏ Identify ambassadors (Comms Team and other Staff) who can champion the new brand within their teams.
- ❏ Help spread enthusiasm and ensure the brand's values are lived out daily.

Participants: Comms Team, Ops Team

2
Brand Integration

- ❏ Ensure all outgoing communications and materials use the new brand identity.
- ❏ Monitor and ensure proper use of the new brand across all communications with brand ambassadors.

Participants: Staff, External Consultants

3
Feedback and Adjustment

- ❏ Conduct brand temperature checks with smaller teams and brand ambassadors
- ❏ Establish channels for staff to provide feedback on the new brand, its implementation, and any challenges they face in adopting it (e.g., surveys or regular check-ins with teams).
- ❏ Use feedback to refine the brand implementation process.

Participants: All Staff

This work is meant for internal teams to conduct independently with minimal consultation from your creative partner.

4
Ongoing Updates

- ❏ Continue updating products and materials with the new brand identity.
- ❏ Establish a formal plan for ongoing updates to ensure brand consistency and to adapt for emerging needs.

**Participants:** Comms Team, External Consultants

5
Post-Launch Brand Evaluation

- ❏ Set up a system to periodically evaluate the effectiveness of the rebrand.
- ❏ This could involve metrics like employee engagement scores, brand recall, or the adoption rate of new brand elements

Participants: All Staff

Courageous branding from the inside out

We help nonprofits and foundations find the clarity and confidence they need to claim their place in the world.
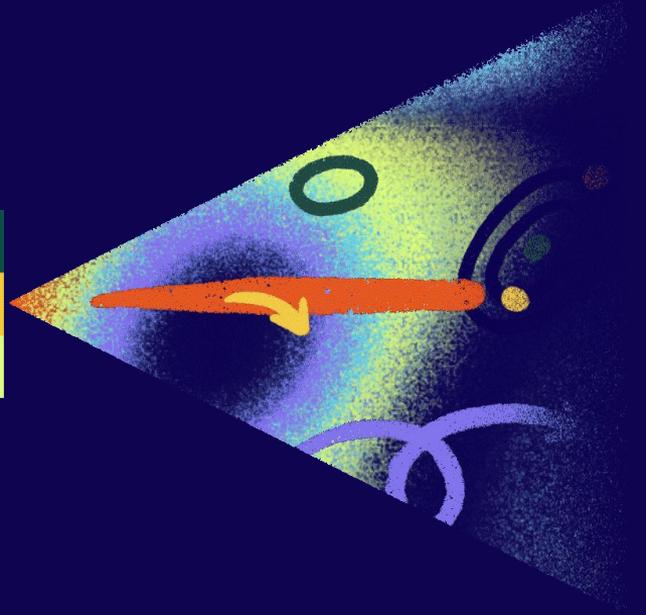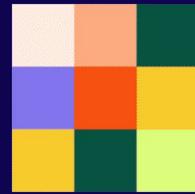
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Thanks!

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