



i donate.com

## **Brand Summary**

Prepared by Nuance Marketing Group

**September 22, 2008**

## Marketing Analysis

### Considerations

#### Preliminary Draft

This document (v.1) is being presented as part of a “status update” meeting (8/15/08) and to provide BOD, Leadership and Staff an incomplete document to establish “outstanding” information/content needed to move toward an inclusive (final) Brand Summary. A list of pending items can be found on page 9.

#### Assessment

Nuance Marketing Group (NMG) recommended Brand Development prior to web site redesign for iDonate.com for the following reasons: 1) a formal brand was not established, 2) to familiarize ourselves with the iDonate.com brand, 3) to familiarize iDonate.com leadership/Board of Directors/staff with the iDonate.com brand, and 4) to tie future marketing/promotion materials (specifically the web site) to the iDonate.com brand that will deliver on the iDonate.com Brand Promise.

Brand assessment is based on a two-hour (meet/greet) meeting (5/19/08), and two full-day interviews (6/5/08, 6/6/08) with Brian Bibler of NMG and iDonate.com Board of Directors (Mark Bainbridge, Drew Hiss, Betsy Stewart), Leadership (Alan Dietrich), and Staff (Mike Erwin, Crishelle Nelson, Eric Stanley) and SCCF Leadership/Staff (Bill High, Dennis Roth, Connie Hougland, Brent Kellenberger and Tom Purnakaple) and Board of Directors (Frank Brown).

Additionally, I was provided with the iDonate.com Strategic Plan, Non-Profit Message Points, Action Steps, Website Mindmap, Customer Mindmap, Customer Ministry Mindmap and an Organizational Chart. All documents were compiled by Connie Hougland. I also visited [www.idonate.com](http://www.idonate.com), [www.servantchristian.com](http://www.servantchristian.com), and [www.creativegivingsolutions.com](http://www.creativegivingsolutions.com).

I was also provided with most (if not all) of the materials available to prospects, including a brochure titled, “iDonate.com, New Options for How People Can Give” and a brochure titled, “iDonate.com, Donate your excess inventory and equipment to causes that benefit your community” and a direct mail postcard titled, “New Options for Giving! iDonate.com.”

I had no interaction with donors, ministries or prospects.

In the midst of the assessment/assimilation phase, the (iDonate.com) web site underwent an internal redesign (patch), so assessment/recommendation was postponed. Alan Dietrich was also named Team Leader of iDonate.com.

#### Marketing Strategies

At this time, marketing objectives and strategies are limited to the iDonate.com web site.

#### Marketing Materials

At this time, assessment of current marketing materials is not being conducted and recommendations are limited to the iDonate.com web site.

#### Servant Christian Community Foundation (SCCF)

Although SCCF was considered/represented in the brand session(s), more consideration must be given and discussions must take place to determine the relationship/implications with iDonate.com and broader course of action to be taken.

# Marketing Analysis

## Background

### Premise

Servant Christian Community Foundation (SCCF) has been serving donors and ministries since 2000. SCCF is driven by a vision to be part of *Creating a Culture of Generosity*. SCCF serves donors, ministries/churches, companies and professional advisors. SCCF provides tools, resources and expertise that enables givers to give more generously and to use the most tax-efficient methods for giving.

Recognizing the need for more layers and options in the area of non-cash giving. SCCF developed and created an online system to capture these types of gifts. As the requests and need for this type of giving has increased, SCCF determined the need for a separate entity to facilitate these gifts.

iDonate.com, a 509(a)(3) Type I Public Charity, (also known as a Supporting Organization) to SCCF, was created with a vision to revolutionize how giving is done. iDonate.com seeks to utilize the advancements of technology to offer a turn-key approach to creative giving solutions for donors and ministries. iDonate.com is the gift facilitator for non-cash gifts, including:

- ▶ Vehicles – cars, boats, RVs
- ▶ Collectibles and antiques
- ▶ Equipment
- ▶ Jewelry
- ▶ Corporate Inventory
- ▶ Timeshares

### Presumptions

- ▶ Only 9% of charity funding is received in the form of non-cash donations, despite the fact that 91% of the world's wealth is held in the form of non-cash assets.
- ▶ Non-profits tend to serve givers from the smallest piece of the pie. Those, however, that serve givers in the non-cash area have far greater opportunity.
- ▶ There is a large untapped market of excess or unwanted items that can be donated at the benefit of both the donor and the non-profit.

### “Creating a Culture”

Individuals	<p><b>Creative giving</b> – opportunity to look outside your checkbook and give in creative and innovative ways.</p> <p><b>Simplicity</b> – Easy online giving form. You simply offer the donation, iDonate.com will assess the gift and provide you with next steps.</p> <p><b>Solutions</b> – iDonate.com offers real solutions to real issues, (i.e. timeshares, vehicles, excess inventory, and more.)</p>
Corporations	<p>Corporations can impact their community through a creative gift of business inventory. Through the World Impact Fund, iDonate.com can accept a wide variety of inventory and equipment donations impacting a wide variety of needs by liquidating through domestic and worldwide markets and buyers.</p>
Non-Profits	<p><b>More Funds</b> – opportunity to capture non-cash gifts that are liquidated for cash for your non-profit.</p> <p><b>Turn-key solution</b> – you identify the gift, we do the rest</p> <p><b>Simplicity</b> – iDonate.com provides a marketing template website and materials.</p> <p><b>Expert Guidance</b> – our team of professionals can assist you with donor communications and education.</p>

## Marketing Analysis

### Background

#### Implementation

iDonate.com provides non-profit organizations an opportunity to serve their givers through non-cash gift opportunities. iDonate.com offers a website link that immediately gives their donors more information about creative giving options. iDonate.com provides a simple solution for donors wanting to give non-cash gifts. Through the World Impact Fund, iDonate.com is committed to giving back to charities making a difference.

The World Impact Fund is a component fund for the Servant Christian Community Foundation. The World Impact Fund grants to non-profit organizations that are making a difference. To learn more about organizations that the World Impact Fund may give to please visit [www.servantchristian.com](http://www.servantchristian.com) and click on 'Treasurehouse.'

iDonate.com builds and maintains the iDonate.com website. Ministries may subscribe to the iDonate.com website service for a monthly fee. When iDonate.com processes a gift through its Gift Engine, iDonate.com receives a portion of the gift proceeds. The amount of the iDonate.com portion is dependent on several factors, including the size of the gift, the complexity, and the length of time iDonate.com has to hold the gift.

The SCCF/iDonate.com partnership allows iDonate.com to serve non-profits and givers at a greater level. SCCF is part of a network of local Christian foundations affiliated with the National Christian Foundation. Non-cash donations to iDonate.com are received via a donor advised fund with SCCF, the local Christian foundation.

iDonate.com will seek to sell all non cash gifts either through direct sale or by selling the items through vendors that iDonate.com chooses. Those vendors will be paid their costs or commission of selling, which varies in size and upon the specific donated item. We do not set a minimum price which must be offered to sell a particular item. Each item will be sold to the highest offer. These terms must be accepted by the donor in order to donate their property. iDonate.com seeks to sell donated items within 90 days.

#### Process

<b>Submit</b>	Complete "Donation Proposal Form" at iDonate.com.
<b>Assess</b>	iDonate.com will assess gift proposal, determine the marketability, and the best way to receive the asset.
<b>Complete</b>	iDonate.com will provide instructions for transfer of asset, provide a Gift in Kind Receipt, liquidate the gift and allocate proceeds to appropriate non-profit organization(s).

#### Acceptable Donations

<b>Individuals</b>	Including but not limited to: Vehicles (cars, boats, RVs), Timeshares, Jewelry, Collectibles and antiques, Equipment, Airplanes
<b>Corporations</b>	Including but not limited to: Excess inventory, Mislabeled merchandise, Equipment beyond warranty or obsolete for business use, Trucks, vans, other vehicles, Warehouse equipment, Phone systems, computers, servers, laptops, Tools, Useable material from construction demolition, Other building materials, Large volumes of new clothing, Food (canned, dried)

# Marketing Analysis

## Background

### Mission

Become the preferred partner in asset donation services.

### Vision

To ignite revolutionary generosity through innovative donation services.

### Values

- ▶ Honor God
- ▶ Integrity
- ▶ Respect
- ▶ Humble Heart
- ▶ Generosity

### Goals

- Legal structure complete
- ☐ Organizational structure complete
- ☐ Product/Services defined
- ☐ iDonate.com marketing website and content site complete
- ☐ Develop customer service plan and process
- ☐ 200 sign ups for iDonate.com
- ☐ Develop an Internet Marketing Plan

### Benefits

- ▶ iDonate.com comes alongside non-profits allowing them to open the door to non-cash and asset giving.
- ▶ iDonate.com takes on the role of gift expert/gift facilitator – a turn-key giving solution for non-profits.
- ▶ iDonate.com offers a template website to help non-profits market non-cash giving to supporters and capture non-cash gifts.
- ▶ iDonate.com can be linked to non-profit website and customized with non-profit's logo and banner.
- ▶ iDonate.com is a subscription based “plug-n-play” service available for \$360/year.
- ▶ iDonate.com includes online donation forms for non-cash gift inquiries. Inquiry application goes directly to iDonate.com staff for immediate assessment.
- ▶ iDonate.com also includes opportunity to capture online cash gifts via echecks and credit cards.
- ▶ iDonate.com facilitates the gift beginning to end – from working with the donor to arrange delivery to finding the best outlet to liquidate the asset.
- ▶ iDonate.com does the administrative work – reporting, receipting, research, and verification.

### Niche

iDonate.com is a not-for-profit organization dedicated to assisting individuals, non profit organizations and businesses to liquidate such a broad array of non-cash assets entirely for community and global good. With our expertise and team of specialists, we are uniquely positioned to create the greatest value for the donation while providing an exceptional experience throughout the entire process.

# Marketing Analysis

## Background

### Leadership

#### Board of Directors

##### Drew Hiss

Drew Hiss is a Director for Paycor Inc., an outsourced payroll services firm that, in July 2006, merged with Checkdate Solutions, a firm Drew founded in 1994. Under Drew's leadership, Checkdate grew to be one of the largest independent payroll processing firms in the Midwest region and now, together with Paycor, is the largest privately held payroll firm in the United States.

Drew is currently Chairman of the Board for Higher M-Pact, a not for profit organization and Christian ministry that serves high-risk urban youth. Drew is also on the Board of Directors for the Servant Christian Community Foundation, an organization that assists business and individuals in maximizing their stewardship and generosity opportunities. Drew is past President of the Independent Payroll Providers Association.

Drew has a Bachelor of Science degree in Geology and a Master of Business Administration degree, both from the University of Kansas, Lawrence, Kansas. Drew has been married to his lovely bride Sarah for 19 years and is the father of 4 children – 3 boys ages 15, 13 and 11 and one girl, age 9.

##### Mark Bainbridge

Mark is a consultant to ministries including Shepherds Home (Board Member, 1997 to Present); Servant Christian Community Foundation (Board Member 1999 to Present); International Development Corporation (Board Member 2003 – 2007); Southland Christian Camp (Consultant 1999 to 2006); OREMUNDO Ministries (Consultant 1999 – 2006); Universidad de las Americas (Consultant 1999 – 2006); and Tri-City Ministries (Consultant 1999 – 2006). Mark has also worked for several for profit entities in Agricultural Lending (PCA); Agricultural Sales (Pioneer Hi-Bred); Banking Services (Via Bancourier) and Commercial Real Estate Development (Trinity Real Estate Development).

##### Betsy Stewart

Betsy Stewart has 30 years experience in marketing, consulting and consumer research. She spent the early years working for two research consulting firms, and then founded her own firm in 1983. That firm, Decision Insight, marketed a unique solution for gauging retail sales and new product success for major brands; she sold her stock ownership in late 2007. Betsy has worked with Servant Christian Community Foundation in a volunteer capacity for two years, and has served on the boards of LIGHThouse, YWCA – Kansas City, the American Marketing Association and the National Association of Women Business Owners.

#### Team Leader

##### Alan Dietrich

Previously, Alan served as Associate Pastor of Adult Ministries with Pleasant Valley Baptist Church, and also as a Senior Vice President and Chief Marketing Officer of Cerner Corporation. He is passionate about supporting the orphans in Haiti and often travels to Haiti for ministry. Alan enjoys spending time with his family, hiking and landscaping.

## Marketing Analysis

### Current Assessment

#### Desired Audience (Donor)

- ▶ Consumptive Individuals who want to “pair down” or seek “absolution”
- ▶ Individuals who want to give, and see tax benefit as an “added benefit”
- ▶ Environmentally conscience givers
- ▶ Corporations/Businesses looking to liquidate

Gender	Men ( 50% ), Women ( 50% )
Age	18-24 ( 2% ), 25-34 ( 10% ), 35-44 ( 13% ), 45-54 ( 25% ), 55-64 ( 25% ), 65+ ( 25% )
Race	Caucasian ( 40% ), Hispanic ( 20% ), African-American ( 20% ), Asian ( 10% ), Other ( 10% )
Marital Status	Married ( 60% ), Single ( 40% )
Family Status	Children ≥ 18 ( 15% ), Children in College ( 20% ), Adult Children ( 30% ), No Children ( 35% )
Economic	Average Household Income: \$ 80,000 +
Education	No College ( 40% ), College ( 40% ), Grad School ( 20% )
Loyalty	≥ 5 years ( 34% ), 6-10 years ( 33% ), 11+ years ( 33% )
Referrals	Pay Per Click referrals ( 40% ), Organic Web Search ( 30% ), Direct marketing ( 10% ), Ministry referrals ( 20% )
Competitors	Other Foundations Online Donor Sources (Vehicle/Timeshare) (ie. <a href="http://donateforacause.org">donateforacause.org</a> , <a href="http://donate-a-timeshare.org">donate-a-timeshare.org</a> , <a href="http://donate-to-charity.org/car_donation">donate-to-charity.org/car_donation</a> , <a href="http://timesharedonations.org">timesharedonations.org</a> , <a href="http://withcauses.org">withcauses.org</a> , <a href="http://worksoflife.org">worksoflife.org</a> , Comparable Planned Giving Sources (Crescendo/PhilanthroCorp)

#### User Expectations

Of iDonate.com	Simple, User-Friendly, Innovative, Safe/Secure, A Conduit, Meaningful, Effective, Unique, Integrity, An income generator for Ministry(ies), High value for my donation
Of Staff	Called, Genuine, Friendly, Partner, Experienced, Appreciation, Humility, Committed, Respect, Encouraging, Timeliness
Of Donors	Joy, Relief, Enablement, Absolution, Significance, “I want to give again”
Of Ministries	Value, Simple, Turn Key, Funding, Empowerment, Service, User Friendly, Expertise, Integrity, Innovative

#### Marketing/Promotion Efforts

Web Site, Brochures, Trade Booth, Direct Mail, Pay Per Click (PPC), Search Engine Optimization (SEO)

#### Budget

Marketing: \$2000/month  
Advertising: \$3000/month

# Marketing Analysis

## Current Assessment

### Strengths

- ▶ A Kingdom focus
- ▶ Comprehensive (offering the full gamut of services)
- ▶ Customer Service
- ▶ Relational focus
- ▶ Willingness to go deeper
- ▶ Collaboration of fellowship
- ▶ Providing a "Service Model"
- ▶ Perseverance...in order to help someone
- ▶ Few organizations can handle complex non-cash gifts online
- ▶ Reporting/tracking
- ▶ Innovative/Creative
- ▶ Solutions Oriented (People/Product)
- ▶ Ability to handle a wide variety of donations

### Weaknesses

- ▶ Disjunction with SCCF
- ▶ "Building the plane while we're flying"
- ▶ Lack of training/experience
- ▶ Lack of quality assurance
- ▶ Lack of integration
- ▶ "Sink or swim" mentality
- ▶ Lack of Brand/Marketing/Promotion
- ▶ Inadequate process of how gifts are handled
- ▶ How to handle unique gifts efficiently
- ▶ No model for success
- ▶ (Leadership) expecting too much too soon
- ▶ Only efficient with vehicles and timeshares
- ▶ Scalability
- ▶ Unlimited scope in types of donations

### Opportunities

- ▶ Partnerships (individual/ministry/donor/dealers/public)
- ▶ Application of giving in ALL areas of life.
- ▶ Providing the feeling of, "Look what I get to be a part of..."
- ▶ Correct misguided thinking of giving (sowing/reaping)
- ▶ Influence relationships
- ▶ Encouraging others not to "miss out"
- ▶ Personal growth
- ▶ To educate
- ▶ To teach/discover God's purpose(s)
- ▶ Change the giving paradigm
- ▶ To fulfill the Great Commission
- ▶ Promote/foster the giving journey

### Threats

- ▶ Perceived as a "competitor" to SCCF/Ministry Donors
- ▶ Take SCCF out of iDonate.com and you lose "Servant" and "Christian"
- ▶ Departmentalization
- ▶ Limited office Space
- ▶ High volume/low value donations
- ▶ Not knowing volume/capacity/staffing
- ▶ Misrepresenting/promoting Donate.com
- ▶ This concept isn't proven yet
- ▶ This concept is new and overwhelming
- ▶ Compromising Customer Service (due to volume)
- ▶ Miscommunicating SCCF/iDonate.com interrelationship

# Marketing Analysis

## Current Assessment

### Overheard

- ▶ “Givers don’t usually ‘backslide’ in their spiritual journey.”
- ▶ “Givers are typically happy and fun to be around.”
- ▶ “iDonate.com offers ‘relief’ from trappings of this world.”
- ▶ “Ultimately, we serve the donor.”
- ▶ “Giving has brought our family together.”
- ▶ “We stand on the shoulders of spiritual giants.”
- ▶ “If we serve well and help people, God will bless.”
- ▶ “Giving motivates me.”
- ▶ “We transform a car into a touched life.”
- ▶ “There’s only so much time to make an impact.”
- ▶ “In God’s economy, anyone touched (through the process) should be blessed.”
- ▶ “Smaller ministries shouldn’t have to set up a fund...”
- ▶ “Everyone wants to make a difference.”
- ▶ “I want to help everyone I can, in every way I can.”
- ▶ “We should create an experience down to the ‘smallest’ individual”
- ▶ “In the consumer’s mind, what’s the difference between iDonate.com and SCCF...shouldn’t it be seamless?”
- ▶ “Our service model is about listening...and asking, ‘what do you need?’”
- ▶ “We don’t say, ‘no’ very often.”
- ▶ “We’re encouraging people to give part of themselves away.”
- ▶ “Can we show how the gift leads to a positive end result on the web site?”
- ▶ “It’s important for us to always maintain a good witness...in everything we do.”
- ▶ “iDonate.com services the average middle-class.”
- ▶ “iDonate.com provides a plan for spontaneous giving.”
- ▶ “To be a generous giver, you must be a good receiver.”

## Building the Brand

### Recommendations

#### Brand Values

<b>Innovative</b>	iDonate.com offers a seamless, safe and succinct solution to facilitate and automate the non-cash “gift journey.” Our turn-key approach continues to shift customer and philanthropic paradigms and solidify our reputation as the preferred partner in asset donation service.
<b>Effective</b>	iDonate.com was designed with astuteness and foresight necessary to anticipate and discern customer needs. Our concentrated commitment to our customer necessitates anomalous and creative strategies reaching beyond traditional philanthropic capabilities.
<b>Conduit</b>	iDonate.com facilitates identification, administration, implementation and utilization of epiphanic opportunities providing personal, spiritual and financial growth. Ultimately, faith, trust and obedience culminates in altruism, transforming God’s “living tapestry.”
<b>Servant-minded</b>	iDonate.com and its affiliates believe that improvement is a daily responsibility and excellence is an attainable goal. Our unyielding passion to exceed customer expectations is a foundational belief that continues to raise industry standards.
<b>Inspiring</b>	iDonate.com offers personal, spiritual and financial benefits to those who seek amelioration. Our coalescing relationships implore us to carry out responsibilities loyally, with a commitment to go a little further, endure a little longer, and look a little closer to provide remunerative and enduring value.
<b>Integrity</b>	iDonate.com and its affiliates believe successful, long-term relationships are built on trust and a progressive expectation, founded on mutual accountability and an acquiescence to Biblical standards. iDonate.com advocates and exemplifies these integral traits when representing and promoting its brand.

#### Design Values


<b>Clarity</b>	Hierarchy of information is clear. Designs clearly differentiate the iDonate.com brand.
<b>Simplicity</b>	Designs are not complicated. Messages are focused. Layouts use space wisely and draw attention to the iDonate.com identity.
<b>Flexibility</b>	Designs express the iDonate.com brand consistently, yet creatively and distinctively.
<b>Consistency</b>	Communications are familial – with ties across internal/external audiences and to the brand.

#### Brand Promise

**iDonate.com provides an automated solution to individuals, organizations and businesses seeking to liquidate non-cash assets, further benefitting local, national and/or global philanthropic efforts.**

## Building the Brand

### Recommendations

Name	Current	iDonate.com Creative Giving Solutions
	Assessment	Confusing, disassociated, distracting and diluted
	Recommendations	<b>Solidify iDonate.com as the single source for non-cash donations</b>
	Action	NMG recommendation Implementation
Logo	Current	
	Assessment	Confusing, disassociated, distracting and diluted
	Recommendations	<b>Create logo consistent with the brand</b>
	Action	NMG recommendation Implementation
Competency Bar	Current	“New Options for How People Can Give” “Change the world with your gift...whatever it is” “Creative Giving Solutions” “many faces, different walks of life, common purpose” “Creating A Culture of Generosity”
	Assessment	Too many, distracting and diluted
	Recommendations	<b>Creative giving solutions.</b>
	Action	Brainstorm options relevant to Brand Promise
Colors	Current	Red/White/Blue/Grey [and/or] Orange/Aqua [and/or] Green/Grey/Tan
	Assessment	Too many, disassociated, distracting and diluted
	Recommendations	<b>PMS 2757, PMS 377 and K30</b>
	Action	NMG recommendation Implementation
Typography	Current	Varied, ad hoc
	Assessment	Disassociated, distracting and diluted
	Recommendations	<b>Franklin Gothic Condensed Family</b>
	Action	NMG recommendation Implementation
Imagery	Current	Varied, ad hoc
	Assessment	Limited, disassociated, distracting, diluted, no tie to brand
	Recommendations	<b>iDonate.com</b> Simple, User-Friendly, Innovative, Safe/Secure, A Conduit, Meaningful, Effective, Unique, Integrity, An income generator for Ministry(ies), “High value for my donation”  <b>Staff</b> Called, Genuine, Friendly, Partner, Experienced, Appreciation, Humility, Committed, Respect, Encouraging, Timeliness  <b>Donors</b> Joyful, Relief, Enablement, Absolution, Significance, “I want to give again”  <b>Ministries</b> Value, Simple, Turn Key, Funding, Empowerment, Service, User Friendly, Expertise, Integrity, Innovative
	Action	NMG recommendation Implementation

## Building the Brand

### Pending Items

From NMG

None

From iDonate.com

- ▶ Review Recommendations (page 8-9)

Collaborative

- ▶ Immediate Needs
  1. Discuss timeline
  2. Web Site assessment/recommendations
  3. Web Site Concept, Sitemap, Brand, Design and Implementation (iDonate.com)
- ▶ Short Term Goals
  1. Living the Brand
  2. Solidify SCCF/iDonate.com coexistence
- ▶ Long Term Goals
  1. Discuss servantchristian.com destiny
  2. Discuss SCCF Brand Effort

# Identity Guidelines

iDonate.com places great value on how it's represented to the public. These guidelines have been produced to strengthen our identity and protect its value. Please follow these guidelines precisely, changing any component dilutes the strength of the brand position and risks confusing the public.



## Brand Values

The following core values reflect our philosophical belief that iDonate.com consistently offers a superior product with superior service. When representing our brand, always keep the following values in mind:

**Innovative** – iDonate.com offers a seamless, safe and succinct solution to facilitate and automate the non-cash “gift journey.” Our turn-key approach continues to shift customer and philanthropic paradigms and solidify our reputation as the preferred partner in asset donation service.

**Effective** – iDonate.com was designed with astuteness and foresight necessary to anticipate and discern customer needs. Our concentrated commitment to our customer necessitates anomalous and creative strategies reaching beyond traditional philanthropic capabilities.

**Conduit** – iDonate.com facilitates identification, administration, implementation and utilization of epiphanic opportunities providing personal, spiritual and financial growth. Ultimately, faith, trust and obedience culminates in altruism, transforming God’s “living tapestry.”

**Servant-minded** – iDonate.com and its affiliates believe that improvement is a daily responsibility and excellence is an attainable goal. Our unyielding passion to exceed customer expectations is a foundational belief that continues to raise industry standards.

**Inspiring** – iDonate.com offers personal, spiritual and financial benefits to those who seek amelioration. Our coalescing relationships implore us to carry out responsibilities loyally, with a commitment to go a little further, endure a little longer, and look a little closer to provide remunerative and enduring value.

**Integrity** – iDonate.com and its affiliates believe successful, long-term relationships are built on trust and a progressive expectation, founded on mutual accountability and an acquiescence to Biblical standards. iDonate.com advocates and exemplifies these integral traits when representing and promoting its brand.

## Design Values

We established the following design values to direct conceptual thinking and define criteria for evaluating the correct usage of our brand:

**Clarity** – Hierarchy of information is clear. Designs clearly differentiate the iDonate.com brand.

**Simplicity** – Designs are not complicated. Messages are focused. Layouts use space wisely and draw attention to the iDonate.com identity.

**Flexibility** – Designs express the iDonate.com brand consistently, yet creatively and distinctively.

**Consistency** – Communications are familial – with ties across internal/external audiences and to the brand.

## Our Brand Promise

iDonate.com provides an automated solution to individuals, organizations and businesses seeking to liquidate non-cash assets, further benefitting local, national and/or global philanthropic efforts.



vertical usage of logo



horizontal usage of logo



## The Logo

The logo, our visual identifier, has been created exclusively for iDonate.com and should not be redrawn, separated or altered in any way.

Selection between the vertical or horizontal version of the logo must be made with discretion – layouts using space wisely and drawing attention to the iDonate.com identity. All usage of the iDonate.com logo must be reproduced using original art provided by iDonate.com.

## Usage

Always maintain a staging area that is at least the height of the name. The staging area may NOT contain any other background colors, graphic elements or typography within its boundaries. In EVERY case, the logo must remain on a white background.

The logo should never be used as part of a sentence.

## Alternative Usage

When necessary, the entire logo may appear in black or white, and MUST remain on a white background. It should never appear in any other color(s). These logos must be provided by iDonate.com.



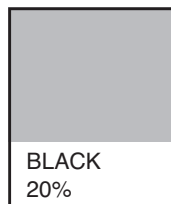
Creative giving solutions.



C:100 M:100 Y:0 K:28  
Web: #17064B



C:45 M:0 Y:100 K:24  
Web: #5C890C



C:0 M:0 Y:0 K:20  
Web: #B2B2B2

Franklin Gothic Condensed Family

Franklin Gothic Condensed Book

*Franklin Gothic Condensed Italic*

Franklin Gothic Condensed Medium

**Franklin Gothic Condensed Demi**

## Sizing

You may resize the logo, if necessary, providing you maintain the proper proportions: .

The logo should never appear smaller than  $\frac{7}{8}$  inches (vertical version), or  $1\frac{3}{8}$  inches (horizontal version).

## Competency Bar

The competency bar is used to promote iDonate.com's distinctives. It can be presented in combination with (but not tied to) the logo. It should never compete with or overpower the logo and does not have to appear everywhere the logo appears, but should appear in the first/most prominent use of the logo. Typestyle should be in the Franklin Gothic Condensed family. Alignment is dependent on best representation.

## Color Usage

Blue (PMS 2757) and Green (PMS 377) should always be the dominate colors when used with iDonate.com's identity.

Black (30%) is a neutral color and should be used to support Blue (PMS 274) and/or Green (PMS 377).

White is an integral part of the iDonate.com identity as well. When used effectively it provides a crisp, clean background which aids in legibility.

## Typography

Franklin Gothic Condensed is the approved typeface for all **marketing/promotion** materials.

- ▶ Use Franklin Book Condensed for body copy and Franklin Demi Condensed or Franklin Medium Condensed for headlines.
- ▶ Upper and lower case is the preferred setting.
- ▶ Align type flush left and ragged right.
- ▶ The appropriate kerning for type  $\leq -3$ .

Our goal is to maintain consistency across all mediums. While Franklin Gothic Condensed is the preferred typeface, differences in technology may make it necessary to provide an alternative typeface. Please contact iDonate.com Brand Management for direction.

## Imagery

The iDonate.com brand is distinctive, not only in design, but in total expression through imagery. The following provides guidance for developing communication where imagery not only provides visual interest, but strategically portrays our culture, product, service and the unique relationship between our staff and customers.

**iDonate.com** – Simple, User-Friendly, Innovative, Safe/Secure, A Conduit, Meaningful, Effective, Unique, Integrity, An income generator for Ministry(ies), “High value for my donation”

**Staff** – Called, Genuine, Friendly, Partner, Experienced, Appreciation, Humility, Committed, Respect, Encouraging, Timeliness

**Donors** – Joyful, Relief, Enablement, Absolution, Significance, “I want to give again”

**Ministries** – Value, Simple, Turn Key, Funding, Empowerment, Service, User Friendly, Expertise, Integrity, Innovative

## Brand Identity Questions or Logo Requests

If you have questions regarding usage of the brand developed for iDonate.com, need communication pieces approved or request an approved logo, please contact Brian Bibler at 816.220.0902 or [brian@nuance-marketing.com](mailto:brian@nuance-marketing.com)