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)
  o 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
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650