



MCforNC is a nonprofit consulting firm providing consulting services to other nonprofits. Our mission is to provide students with relevant work experience while helping our nonprofit community be sustainable.

Organization Brand Development

As a nonprofit, your mission is what makes you unique and powerful. However, does your organization's brand clearly communicate your vision and mission to your core audience?

- Can your audience identify a clear brand association with your organization's name?
- Is your organization's logo or tagline outdated, complex, or mismatched?
- Do all of your official documents and transactions portray consistency in your brand?
- Does your website and your print marketing complement each other?
- Do your social media outlets convey your organization's message effectively?

MCforNC can help you develop or re-develop a clear, consistent, and compelling brand that will stir your audiences interest your organization. We will ensure that every part of your brand identity—from organization name to web content—communicates clearly and cohesively who you are and why you matter.

How does the process work?

