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This is a combination of our branding and website questionnaire that we use to prepare for building a nonprofit's website. The goal of this questionnaire is to help the team fully understand what a nonprofit does and how they present themselves to the world.

Branding is a vital conversation. The essence of the question of brand is, "What is your message?" In the interest of making the dialog about your company as rich as possible, it is important to understand your brand and how it resonates with your audience.<sup>[2]</sup>

## Branding Questionnaire

As you answer each of the following questions, you may notice they seem very similar to each other. The purpose of this is to refine the process of determining your unique and specific brand.

1. Why does your organization exist?
2. What does your organization do? (describe in 2 paragraphs)
3. Tell us what your organization does in 3 sentences.
4. Tell us what your organization does in 1 sentence.
5. Tell us what your organization does in 5 words.
6. What is the story behind how you got started?
7. What's the idea behind the organization's name?
8. What messages are you trying to convey? (How do you want to be perceived by others?)
9. Please list qualities and words you want people to associate with the brand.
10. Please list qualities and words you do not want people to associate with the brand.
11. What words, concepts and images come to mind when you think about your organization?
12. If you could choose one famous person (real or fictional) from all of time to personify your brand in the marketplace, who would it be and why?
  - a. Why: A brand is perceived by consumers like a person. You trust them, you communicate with them through advertising and purchase, you get disappointed by them, etc. The identity you're designing is the face of that person.

- b. Once you've answered the question, then list what attributes match those of your brand.
13. If your organization/brand were an object or animal what would it be and why?
14. What other organization/company do you admire and why?
15. How do you want your image to be seen in the next year? 2 years? (Long-term)
  - a. Why ask: This is what you have to portray in your new identity to reach your audience.
  - b. Example: We want to be seen as a company with traditional values but using the latest technology and materials. / We need to be perceived as a professional organization you can trust with self-defense training.
16. Provide color requirements per your existing brand or company specifications.
  - a. Example: We must use orange because...
17. Provide color restrictions (if any)
  - a. Example: Do not use green or purple because...
18. What else do we need to know about your brand?

## Website Questionnaire

This form is meant to guide you through basic strategic thinking about your website needs. This process will help the development and design team build the perfect site for you, so please take your time and work through this form thoroughly.

1. If your homepage can only tell someone 5 things, what would those 5 things be and why?
  - a. Examples: Our organization's history, Our services, etc.
2. If your homepage can only tell someone 3 things, what would those 3 things be and why?
3. If your homepage can only tell someone 1 thing, what would that 1 thing be and why?
4. What is the 1 thing you want someone to do when they come to your site?
  - a. Examples: email us, call us, fill out an online form, schedule an appointment, etc.
5. List 5 websites that you like of organizations similar to yours and tell us why you like them.
6. Tell us about your primary audience (website user).
  - a. What is their age? Stage in life? Demographic? Are they computer savvy?
7. What does your primary audience need most from you?
8. What does your primary audience value most?
9. What are the top 3 things that your primary audience (website user) will look for on the site?
  - a. Examples: phone number, service information, service times, application process, etc.
10. Select the 3 most important features for your website.

- a. Online Giving/Donation option (if so, register for paypal)
  - b. Calendar/Events
  - c. Forms (Contact form, Volunteer registration form)
  - d. Newsletter Signup
  - e. Blog area
  - f. News / Articles area
  - g. eCommerce/Shopping
  - h. Sponsor logo presentation area
11. What else do we need to know about your website needs?
12. Put in URLs for all social media accounts you use or intend to use.
- a. Example: <https://www.facebook.com/48in48org>