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Projecting Integrity: Online Branding for Nonprofits

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Abstract

Internet usage has grown precipitously in the last decade, and the implications for marketing are deep and profound for nonprofit organizations. Web sites and online social networking are becoming increasingly important for nonprofits, and the concept of brand personality is another powerful marketing technique that enhances these organizations' marketing strategies. This study examined the intersection of online branding, brand personalities, and nonprofit organizations, and assessed whether the presence of online branding techniques at a nonprofit's Web site is associated with a donor's perception of the nonprofit's personality. The results of the study demonstrated that online branding is significantly important for a nonprofit organization that is trying to portray itself as reliable, reputable, and honest.

Keywords

Nonprofit; Branding; Brand Personality; Online Branding; Integrity