

## Why non-profits need to focus on branding?

Why do we really need to focus on branding for the Non Profit Sector? Let's look at this in terms of still trying to differentiate in terms of for the For-Profit sector and the Non-For-Profit sector. Give me something that you use on a daily basis.

**Audience:** Toothpaste.

**Speaker:** Suppose you go to the shopping mall and you want to buy toothpaste, what are the options you have?

**Audience:** Colgate, Pepsodent, Close-up, Oral-B, Sensodyne, Listerine, Vicco, Babool, Meswak.

**Speaker:** We have about 9 brands. So whether it is a toothpaste or a soft drink you have 8, 9, 10 options to choose from. If you look at the Give India website, we were doing just a random search for Non-Profits in India. If you just look at one sector, for e.g., education, they were about 150 organizations listed there. So how does one stand out? If somebody decides to donate to your organization, how do they choose from this 150? There are 8 – 10 options when it came to a product and 150 when it comes to listed non-profits. It is humongous- the number of NGOs in India. It is so huge, that we need to stand out and tell the world that this is the work that we do and that's why you need to be with us.