**SOCIAL JUSTICE 104 SO MANY OPPORTUNITIES**

**FROM THE DESK OF THE DEAN**

**DEFINING YOUR NON PROFIT**

**TOPIC 2**

Your non-profit’s name is one of the most important components of your operation. It needs to convey a specific message efficiently and clearly. It’s the often the first element of your non-profit that potential participants will be exposed to, and if it gets the tone incorrect or is too obscure, you may be inviting trouble from the outset. So why exactly is your non-profit’s name important?

**It sets the scene**

The tone of your business name will set the scene for every interaction you have with your potential participants. Your name gives participants an idea of what to expect, and if their expectations don’t match up with reality, they are going to feel like something is wrong. Your name is the first component of your communications, and if you get your tone mixed up, then it leads people to feel that you don’t have a clear vision and they may assume that other parts of your non-profit are similarly disorganized.

**It informs your market**

This is perhaps one of the more obvious ways your name can affect your success. Generally, a good non-profit’s name will reflect who you are or what you do; ideally it will say both. While you can go with something a bit abstract if it fits the character of your non-profit a clear name that doesn’t leave room for confusion is invaluable.

**It defines your business**

While you want your name to be clear, it needs to be open-ended to allow for growth in the future. Names that include locations, for example, may hinder you if you decide to expand to other areas. Similarly, names that specify an exact service or product may not lend itself to diversification (although there are certainly examples of non-profit’s who have expanded ranges under a narrow name).

**It helps direct your business**

When it comes to creating a strategy and mission, your non-profits name is often a good place to start. That way you are more likely to ensure an approach where your communications are aligned and make sense to your potential participants. If you can create seamless strategies where you every element agrees, you are more likely to succeed.

**It motivates you**

One of your most important resources is yourself! If you aren’t inspired by your non-profit, if you don’t genuinely believe in what you are creating, you aren’t likely to push as hard to get to where you want to be.

Of course, there’s often one big problem with names that seem clever and clear, and tick all the boxes; they are often taken. Once you have a shortlist of potential names, it is worth doing an ASIC and URL search and company search so you can cross names that are already taken off your list. That way you don’t get attached to one particular name only to find out at the last minute that it’s not available.

**TOPIC 2**

**DISCUSSION QUESTION 1**

Explain why you select X cause? Personally do you have any experience with the cause you selected? What do you see is the problem you want to pursue and why?

**DISCUSSION QUESTION 2**

Does your name choices relay your non-profit’s mission or goals? If so, explain.

**DISCUSSION QUESTION 3**

Select 2-5 names and check out if the URL or something like it is available on Go Daddy or Register.com

**DISCUSSION QUESTION 4 with the Dean**

**PLEASE SET UP A PHONE CALL OR ZOOM CALL WITH THE DEAN FOR 15-30 MINUTES.**