The Effects of Re-branding Large UK Charities

on Staff Knowledge and Attitudes(Title: Arial 15pt)

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.(**Times New Roman 11pt).**

Despite the costs of charity re-branding, there is little research in the public domain of its effect on staff. This study addresses that gap in knowledge by evaluating the effects of re-branding large UK charities on staff knowledge, attitudes and behaviour. A quantitative survey of 465 charity staff was carried out in 10 large UK charities. The study shows that knowledge has benefited most from re-branding although unevenly across different levels of seniority. Length of service has no effect on levels of knowledge but level of support was positively correlated. The impact of re-branding on attitude approved positive with staff at all levels feeling more motivated, involved and valued as a consequence. However, the study also demonstrates that not all staff feel engaged with the re-branding process for the organization to capitalize fully on enhanced staff performance. Behaviour was less affected by re-branding with the exception of a very positive impact on staff retention. The report discusses the practical implications for charity manager.

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