

# Context: 2010 Rebranding Process

From:

**NARSAD**  
The Brain and Behavior Research Fund

NARSAD is the world's leading donor-supported organization dedicated to finding the causes, improved treatments and cures for psychiatric illnesses. Its mission is to alleviate suffering from mental illness by raising and distributing funds for scientific research on such conditions as schizophrenia, depression, bipolar disorder, anxiety disorders, and child and adolescent disorders, among others

To:

 **BRAIN &  
BEHAVIOR**  
RESEARCH FOUNDATION  
.....  
Awarding **NARSAD** Grants

**Our mission:**

The Brain and Behavior Research Foundation is committed to alleviating the suffering caused by mental illness by awarding grants that will lead to advances and breakthroughs in scientific research.

# Context: 2010 Rebranding Process

## **Our mission:**

The Brain and Behavior Research Foundation is committed to alleviating the suffering caused by mental illness by awarding grants that will lead to advances and breakthroughs in scientific research.

## **How we do it:**

100% of all donor contributions for research are invested in NARSAD Grants leading to discoveries in understanding causes and improving treatments of disorders in children and adults, such as depression, bipolar disorder, schizophrenia, autism, attention deficit hyperactivity disorder, and anxiety disorders like obsessive-compulsive and post-traumatic stress disorders.

## **Our credentials:**

Over a quarter of a century, we have awarded nearly \$300 million worldwide to more than 3,100 scientists carefully selected by our prestigious Scientific Council.

## **Our vision:**

To bring the joy of living to those affected by mental illness – those who are ill and their families and friends.



# Context: Revamping the Publications

## From:

Reference Journal



## To:

Conversational, lively, interactive magazine

Research transcripts



Research connected to people w/ tangible benefits

- Ongoing 'breakthroughs' articles
- Foundation-funded Discoveries in the News
- New treatments and therapies

Little 'personalized' Information



- Family 'Recovery' Stories
- Profiles of scientists, Scientific Council Members
- Donor Recognition / fundraising events

Transcripts of events



High points of key speeches with podcasts and/or videos available on line

Passive photos



Interactivity: 'active' photos relaying donor/scientific connections and calls-to-action for volunteering, donations, etc.)

# Context: Revamping the Publications

From:

**NARSAD RESEARCH**  
QUARTERLY


Volume 2, Issue 1, Winter 2009

|   |  |    |
|---|--|----|
|    | <b>NARSAD Celebrates 21st Annual Gala</b><br><i>Herbert Pardes, M.D., and Research Prizewinners Honored</i>  | 1  |
|    | <b>An Evening of Tributes</b><br><i>Colleagues, Friends and Family Pay Tribute to Scientific Council President Herbert Pardes, M.D.</i>                            | 3  |
|   | <b>2008 NARSAD Outstanding Research Achievement Awards</b><br><i>Honoring Leadership in Mental Health Research by Six Achievers</i>                                | 7  |
|  | <b>20th Annual New York Research Symposium</b><br><i>Presentations by Young Investigators, 10 of NARSAD's Best and Brightest</i>                                   | 14 |
|  | <b>Insights from "Healthy Minds Across America"</b><br><i>Selections from Talks Presented at 47 NARSAD-Sponsored Forums held on Sept. 14th - First in a Series</i> | 22 |



To:

**The Quarterly** | **BRAIN & BEHAVIOR**  
RESEARCH FOUNDATION  
Summer 2011 | Awarding **NARSAD** Grants

|  |   |
|--|---|
|  | <b>RESEARCH NEWS</b>  |
|  | 2 RESEARCH DISCOVERIES IN THE NEWS  |
|  | 5 INTERVIEW WITH A RESEARCHER<br>Husseini K. Manji, M.D.  |
|  | 9 ASK THE RESEARCHER  |
|  | 10 FREQUENTLY ASKED QUESTIONS<br>ON BIPOLAR DISORDER  |
|  | 17 DISTINGUISHED INVESTIGATOR GRANT AWARDS<br>15 Research Leaders in 2011   |
|  | 23 GLOSSARY   |
|  | 24 NEW TREATMENTS/THERAPIES<br>Breakthroughs Continue To Be Made  |
|  | 26 MOMENTUM<br>Events Calendar<br>Annual Klerman/Freedman Prizes<br>and the Visionary Philanthropist Award<br>Healthy Minds Across America Symposia |
|  | 32 MEET A YOUNG INVESTIGATOR<br>Silvia Corbera, Ph.D.   |
|  | <b>FEATURE</b>  |
|  | 13 A FAMILY STORY<br>The Whalen Family: A Family's Struggle With<br>Bipolar Disorder  |
|  | 20 THE POWER OF PARTNERSHIP<br>The Ehrlich Family: 'Taking Strides' For Recovery<br>From Bipolar Disorder   |

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**FOCUS**  
on  
**BIPOLAR**

# Context: Revamping the Publications

**From:**

**22 Years of Funding Research  
for Better Treatments and Cures**

- > \$238 million in research grants
- > 2,707 scientists supported
- > 429 research centers worldwide
- > 110 Scientific Council members

*2008 Annual Report*



**NARSAD** *The World's Leading Charity Dedicated to Mental Health Research*

**To:**

**BRAIN &  
BEHAVIOR**  
RESEARCH FOUNDATION  
Awarding **NARSAD** Grants



2010 ANNUAL REPORT

# Context: 2011 Rebuilding the Website

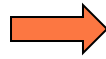
Expand the website beyond a destination for scientists to engage our constituents  
→ from intellectual to emotional with intellectual underpinning  
→ from passive information-sharing to engagement strategies and calls to action

Position the organization as a leader in mental health research and clearly articulate its message of hope for all those suffering

## **From:**

## **To:**

Complex navigation



Simple, friendly navigation – ‘one click’ options

Static repository of info



Interactive and engaging tips and tools with:  
-Page per illness with content specific to illness  
-Ask the Researcher section: Q&A – video-rich  
-FAQs  
-Meet our Scientists’ profiles

Science-based information



Recovery Stories  
Research tied to tangible benefits in digestible ‘bytes’

Under-optimized donation vehicle



Completely redesigned events / ‘TeamUp!’ pages / online donation vehicle

Passive Social Media



All content on website is like blog in that it can be commented on; new rebranded Facebook and Twitter pages; increasing blog activity to include volunteer and scientists guest writers; increasing activity on social media

Complex ‘changeability’



Easy to update, refresh content from in-house staff; easy to add videos, podcasts, etc.

# Context: 2011 Rebuilding the Website

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To:

