

2023-2024

MARKETING/COMMUNICATIONS GUIDE



Every voice.
Every possibility.
Every day.

WELCOME

This Marketing Communications Guide is designed to help Family Pathways enhance brand awareness, promote Family Pathways in a consistent and cohesive manner, and help employees understand organizational specifications when communicating with the public at large.

Communications is an important aspect of any organization. Planning your communications projects and materials will allow for programs to partner with the Advancement Department to provide necessary collateral, media, individual programs and Organization promotion.

This handbook is subject to changes.

Goals of Communication:

1. To inform—inform or educate a particular public.
2. To persuade—persuade people to take certain actions, donate, volunteer, support.
3. To motivate—motivate to create action.
4. To build mutual understanding—understanding a group 's rationale and concern.



ADVANCEMENT TEAM



Clarissa Zemke

Associate Director of Advancement

✉ clarissaz@familypathways.org

Taylor Dullinger

Communications and Development Manager

✉ taylor@familypathways.org



PROCEDURES

Press/Media

In the event media reaches out to you for comments, articles, etc—contact your Director and Advancement. Ask for the newspaper name, interviewer name, and information regarding what they are looking for. The Director of Advancement, along with your Director/Manager will return the call or properly prepare you before speaking with the media. Do not speak to media without prior approval.

Press Releases

Will be done by Advancement. If you would like a press release written, send topic information via a Marketing/Communications Request, a rough draft including all the details, and resources to the Advancement Department. If appropriate, specify which paper(s) to send to and a deadline for distribution. If you want to write your own press release send your final draft to Clarissa and she will proof and then distribute out.

Advertising/Marketing

Advertising and marketing, other than Thrift Store, will be done by Advancement Department. These projects must be planned and within program budgets. Consult the Advancement Department to ensure branding and design guidelines are adhered to.

Events

If you or your program would like to attend a community event or other event where you will have a table representing Family Pathways you need to send a request to Advancement and get approval. Advancement will then look at the calendar and make sure no other programs/departments have already requested that event. In the event that multiple departments want to attend the same event Advancement will coordinate with them to make sure we only have one unified presence at events. If advancement is attending an event they will take the lead on the event.

Once Advancement approves an event please sign up for it and then coordinate with the Communications and Development Manager to pick up event materials. You will receive a due date on when materials need to be returned. This is mandatory as we have multiple programs using the same resources. If you have a last minute event pop up and you need to print your own materials you must contact Advancement and they will send you approved materials to use via email.

*The Advancement Departments cannot promise media coverage or that newspapers will use all distributed materials. We will write, edit, and distribute items. Seek approval from your manager or director before contacting the Advancement department.

CRISIS COMMUNICATIONS

What constitutes a crisis?

1. Storms, weather, natural disasters, etc.
2. Mechanical problems—ruptured pipes, metal fatigue
3. Human error—miscommunication, etc
4. Management decisions, actions, or in action

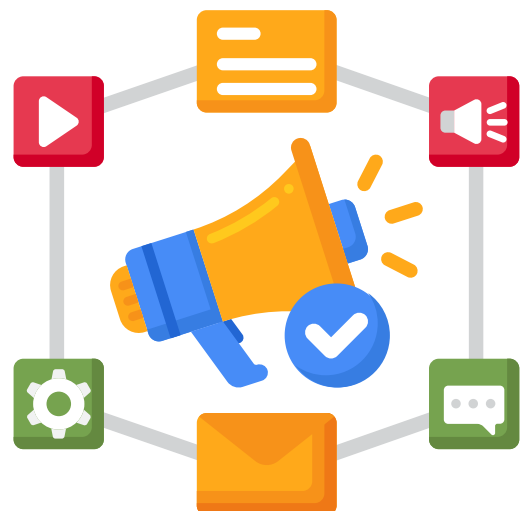
Two basic types of crisis:

Sudden crisis—comes without warning (death, injury, product tampering)

Smoldering crisis—generally not known internally or externally until it goes public and generates negatives media

What to do in the event of a crisis:

1. Seek your supervisor. Supervisors and managers are responsible for contacting their Director
2. The Executive Director will define the crisis and impacted audience
3. The Executive Director will mitigate action of the crisis - addressing media, stakeholders, etc
4. A consistent message will be created—one spokesperson will be defined as the voice of the organization (Executive Director)
5. No employees other than the appointed spokesperson will be able to comment on the situation.



REQUEST PROCESS

Step One

You have a marketing or communications need or a community event you or your program would like to attend

Step Two

For marketing/communications collateral reach out to Taylor with specifics of what you are looking for. If possible give her at least two weeks to complete project. Wherever possible we will try to print like materials in batches so we receive a larger discount (example: brochures).

Step Three

For community events, contact Clarissa and Taylor via email and provide event information. We will make sure no other program is attending the event. If multiple programs want to attend event we will help coordinate.

Step Four

Wait for confirmation that your event is approved. Make plans to pick up event materials (table, table cloths, collateral, information board) Advancement will put it all together for pick up.

Step Five

Return everything to the office and check it back in with Taylor by the due date given when your event was approved.



SUBMITTING MARKETING NEEDS

On the following page you will find a Marketing/Communications Request form. If you need written news items from the Advancement Department, please fill out this form completely.

Clearly indicate information on what type of media, program/service, topic, and deadline, as well as other important information.

Use the attached form or download the form under:

P/Development>Marketing Requests

At some point this will become available via google doc, we will send out when that is ready.

Please submit all items to Taylor, Development and Communications Manager. All submitted items will be reviewed, drafted, edited, and distributed.

You do have the option to draft your own news item. Along with your request, attach your written piece. Your news item will be reviewed, edited, and submitted to the appropriate newspapers/media.

You **MUST** include a deadline. Requests without a deadline will not be assumed as a time sensitive matter.

Submit items no later than 2 weeks before they are needed to be used in the appropriate media whenever possible.



MARKETING/COMMUNICATIONS REQUEST

Family Pathways Advancement team is responsible for communicating with and engaging the public, our stakeholders, and our donors in a consistent, accurate and appealing manner. As such, it provides graphic design, writing and editing, social media, print production and other support for programs, events and activities requiring advertising, promotion, or reporting back to our communities.

Since any type of mass communication with our publics needs the final approval of the Advancement team, this template is designed to make it easier for you to request assistance, publicity, or reporting for an event or promotion. The information on this form is important to the success and effectiveness of our communication efforts, hence all of this information must be provided.

Timelines:

Two weeks advance notice for smaller projects

Four to eight weeks for large projects

Add 10 business days for printing and/or mailing

The production schedule does not start until all content has been submitted. Complete form and submit to Taylor at taylord@familypathways.org

REQUESTED BY: _____

TODAY'S DATE: ____/____/____

EMAIL/PHONE: _____

DESCRIPTION (FLYER, BROCHURE, ECT.):

WHAT IS IT? /WHAT IS GOING ON?

DEADLINE /DATE OF EVENT ____/____/____

SOCIAL MEDIA REQUEST

Deadline /Date of Event ____/____/____

Where did it happen? /Was a specific FP location involved?

Why did it take place/ what happened?

Where would you suggest this be publicized?

Who was involved?

Please include a photograph(s) in JPG form and include from left to right their name and position (or the role they played).

Please submit this form via email with your request. Feel free to suggest any other communications ideas you have for informing our public about our mission. If you have any questions, please contact Taylor at taylor@familypathways.org

MAIN LOGO



*Every voice.
Every possibility.
Every day.*

COLOURS- PRINT



D35400



757575



066080

COLOURS- WEB



E76E3C



757575



066080

FONTS

Avenir Next Demi Bold

Avenir Regular

AVENIR NEXT LT PRO REGULAR

AVENIR NEXT LT PRO ITALIC