

### **Carter's Campaign Brand Vehicle Checklist**

Bring the campaign brand and the organization's case for support to life through the continuous and consistent application of the brand's image in all business units, communication channels and media - thus adapting to the ongoing changes within markets, stakeholders, technologies and socio-cultural environments. The case for support must be driven and articulated in consistent and meaningful ways across multiple outlets and channels.

#### **What are the vehicles the organization routinely uses to communicate, and how can these vehicles be leveraged?**

- Magazines, Newsletters
- E-newsletters
- Websites (Headers, Banners, Flash-ads, etc.)
- Donor Recognition / Stewardship Communications & Events
- Press Releases
- Social Media
- Earned Media
- Paid Media / Advertisements
- Naturally Occurring Events
- Email (Electronic Signature BRAND) – is EVERYONE affiliated with the org using it?
- Scripting / Speech Writing / Consistent Shared Talking Points

#### **What new *campaign specific* communication avenues need to be created?**

- Campaign Microsite
- E-Newsletter
- Videos (Campaign Video, Unit Videos, Launch Video Highlights)
- PowerPoint Deck Template
- Zoom/Teams Video Background
- Business System: Stationery / Letterhead / Business Cards
- Post Cards / Announcements
- Invitations / Electronic Invitations
- Press Kits (Case for Support, Quotes, Press Releases, Media Contacts, Options for Giving)

- Media Link on Campaign Microsite
  - Press Releases
  - Leadership and Campaign Volunteer Titles, Bios, and Quotes
  - Pre-sized, Pre-approved Campaign Ads for Internal and External Publications
  - Success Stories
  - Communications / Unit Direct Contact Information, etc.
- Photo Card Sleeves (Events)
- Options for Giving
- Frequently Asked Questions
- Points of Pride
- Endowment Brochure
- Media Breakfast Pre-Event Q&A
- “ThanksGiving” Cards – specific to campaign brand
- Bios and Photos of Campaign Leadership
- Memes, GIFs, Facebook Frames, etc.
- Boilerplate Language

Provide communications teams and media professionals with boilerplate language that they can use in their speeches, stories, websites, email signatures, etc. Here’s an example:

**Now and Forever: The Campaign for YOUR ORG (Your Logo Here)** is committed to assisting students, faculty and staff in making a difference in the community. If you would like to invest in the future by supporting a YOUR ORG student, such as the one you read about in the story above, visit [www.NowandForeverCampaign.org](http://www.NowandForeverCampaign.org).

**EVERY** story your organization tells can be turned into a donor branding and storytelling moment! **Make it easy!** Once you launch your campaign brand, feed it – get it out on the town, get people talking about it. Make it famous. Create tools for **external stakeholders** and make them accessible on the campaign website! Successful brands and visionary, transformational campaign goals make it as easy as possible for other people to **TELL YOUR STORY**.