

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.

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**.