

NOVEMBER 4, 2016



MARKETING GUIDELINES

The success of Live PC Give PC is dependent on getting the word out to the whole community with creative and effective messaging. Park City Community Foundation hopes that every participating nonprofit organization will contribute to the campaign by sharing this message with their supporters and networks.

Goals of the Live PC Give PC marketing campaign:

1. Promote the Live PC Give PC brand.
2. Create that “aha” moment about how significantly the local nonprofits enrich every day for each of us in the Park City community.
3. Create a call to action for November 4, 2016! All communications within the campaign will drive traffic to the website by crystallizing the above aha moments and capitalizing on the community pride of Parkites to come together collectively to support the place they love.

We want to make this easy and effective; consistency is important to achieving maximum impact and it can save us all time! Through the Live PC Give PC website, nonprofit organizations will be able to access the “Nonprofit Toolkit.” The toolkit includes templates, how-to’s and more.

Logo

To ensure a consistent voice and demonstrate to the community a united nonprofit sector, we are asking that all nonprofit organizations use the official logo for any design associated with the Live PC Give PC campaign. The logos stating that Live PC Give PC is a “Program of Park City Community Foundation” should be used wherever possible. The logo is included in the Nonprofit Toolkit in a variety of formats. Please contact Ollie Wilder at ollie@parkcitycf.org with any questions on logo use.

Perception/Tone Guidelines:

1. Communications should have a fresh and conversational tone.
2. Neighborly, community centered, vibrant, contemporary, exciting, fun, communicative.
3. Individual nonprofit pages on the website should be informative and compelling.

Thank you for your help in ensuring another highly successful Live PC Give PC!