



External Communications Policy

Purpose: To establish guidelines for delivering cohesive, consistent public messaging when promoting team events or fundraising activities. Having the same look and feel on all Survivors Abreast material will also help create awareness and recognition.

Scope: This policy applies to all media, brochures, posters, signs, visual aids, information sheets and other printed information.

Objectives: To ensure the Survivors Abreast brand identity is used consistently and appropriately and that the team's mission statement and charitable purposes are accurately represented.

Procedures:

General:

- To ensure accuracy and completeness, all publications to be printed, distributed or posted online must be proof read by the Survivors Abreast Board of Directors prior to printing, publishing or distribution.
- Regardless of the medium being used, committees and team members must ensure their statements and publications support and positively promote the team's mission statement, reputation, brand and charitable purposes.
- Fundraising material must clearly state what the funds will be used for.
- A clear distinction must be made between fundraising activities for the team's charitable purposes (ie: Peterborough's Dragon Boat Festival) and other types of fundraising activities (ie: Internantional Festivals)

Specific:

- The Survivors Abreast logo, website and facebook address will be incorporated on all material whenever possible.
- To ensure transparency, all material will clearly acknowledge the connection to Survivors Abreast and be specific about the purpose of the material being presented. A clear distinction will be made between fundraising for charitable purposes and fundraising for team activities.

- The Board of Directors will have regard for the team’s mission statement, values and charitable purposes when proof reading and providing feedback in a timely manner regarding any material that is to be published.
- Materials that use the team’s logo or other elements of the team’s identity should be submitted to the board for review and approval, at least 10 days prior to the proposed publication date.
- If a request to remove the content is receive from a person or business directly affected by the content, it will be.

Budget Provisions:

No financial impact by adopting this policy

Related Documents:

Survivors Abreast Values and Mission Statement

History:	Date:	Comments:
Original Policy:	April 18, 2017	Approved by the team at the April 18, 2017 meeting
Amendments:		