



## **Branding Standards 2010/2011**

*For Board, Staff and Volunteer Reference*

### **Strategic Communications Plan**

This document is part of the FY11 Strategic Communications Plan. In preparing this document, Sustainable Sandhills (SS) staff conducted a thorough search of the organization's printed publications, presentations and web-resources, and created an inventory of goals, strategies, statements, messages and themes. The SS Staff and Board were also surveyed with a list of questions about the strengths and weaknesses of the organization. The Strategic Communications Plan is based on the results of the inventory and surveys; key findings are:

1. We must communicate clearly WHO we are, WHAT we do, and WHY we do it.
2. We must share success stories and accomplishments often to increase awareness, engagement and credibility in our region.
3. We must communicate the many ways in which the public can become involved with SS (membership, CAT meetings, events, social networks, volunteering, etc.)
4. The most successful SS program areas are Green Business, Awareness and Education, Local Food and Recycling.
5. We are good at what we do, yet there is very little community awareness of what we are doing, or that we are doing it well.
6. The people and organizations that are aware of our work view us as a valuable community resource and link.
7. We cannot increase fundraising, membership, program engagement and volunteer participation without increasing the awareness of SS.

### **Goals of the Plan**

1. Increase public involvement with and awareness of Sustainable Sandhills, including membership, fundraising, program engagement, knowledge of accomplishments, and volunteer participation
  - i. In each of the eight counties served
  - ii. Including the regional and statewide implications of our local work
2. Establish a new and compelling Sustainable Sandhills brand
  - i. Define a clear and consistent message
  - ii. Create supporting visual elements
3. Strengthen our communication channels (Advertising, Website, Social Media, Newsletter [eBlasts], Outreach, Media Relations, Printed Materials, and Presentations )

## **Logo**

Available to Board and Staff as jpeg files; Please contact COMM Manager for eps versions; The Sustainable Sandhills logo may not be altered in any way without approval from Executive Director / COMM Manager.



## **Tagline**

Conserving our natural resources through education, demonstration, and collaboration.

## **Mission**

Through grassroots efforts we promote consensus and collaboration to preserve natural resources and enhance economic development, improving the quality of life in the region for current and future generations.

## **General description**

*To be used on programs, flyers, press releases, etc.*

Sustainable Sandhills is a nonprofit dedicated to conserving the natural resources of the eight-county region surrounding Fort Bragg. Through education, demonstration and collaboration, we are changing the ways we live, work and play. Even the smallest effort makes a difference; visit [www.sustainablesandhills.org](http://www.sustainablesandhills.org) to learn more.



## **“Elevator” speech**

Sustainable Sandhills is a non-profit that works with communities to protect their natural resources. We use education and demonstration to teach sustainable practices and to show that even the smallest efforts make a difference!

## Quote

In the end, we will conserve only what we love. We will love only what we understand. We will understand only what we are taught. —Baba Dioum, Senegalese Conservationist

## Font

Cambria 12pt

## Key phrases and terminology

- **Educate** –our programs and services encourage earth-friendly living.
- **Collaborate**—we partner with individuals, businesses, institutions and organizations in the eight-county region surrounding Ft. Bragg known as “the Sandhills.”
- **Demonstrate**—our actions and projects have a positive impact within our community and serve as examples for others to emulate.
- **Celebrate**—we proudly recognize our achievements and look forward to the future.
- **Connect**—we link the people and communities of the Sandhills to the resources that sustain them.
- **Initiate**—we take action to protect our natural resources.

**SS uses education, demonstration, and collaboration to generate positive results in the following program areas:**

- **Air Quality** - Promoting innovative transportation and renewable energy options to reduce emissions and improve air quality.
- **Green Business** - Gaining commitments from local businesses to adopt sustainable practices.
- **Green Growth** – Encouraging nature-friendly growth and healthy community development.
- **Local Food** - Celebrating regional sustainable agriculture with an increasingly involved and educated consuming public.
- **Recycling & Solid Waste Reduction** – Encouraging the Reduce/Reuse/Recycle path to “Zero Waste.”
- **Green Living & Design** – Incorporating sustainable thought, design, and construction practices at home and in the workplace.

## Promotional video

*To be used at presentations, linked via email, etc.*

<http://www.youtube.com/watch?v=gbUGDkKkLns>