

An important aim and outcome of the restructuring that has taken place over the last 2 years, has been to develop a corporate image that states clearly and cohesively what CCP is, what it aims to do and what is its ethos. For this reason the Board of Trustees decided to create the portfolio of Marketing and Publicity and delegate responsibility for it to one of its Trustees.

An initial priority and focus was the creation of a new website that better represented the new CCP. The Board spent a lot of time considering the look and feel of it, and the result is something that encapsulates the branding that CCP represents: it has a cohesive style and a uniform presentation which presents the overall image that CCP wishes to convey. The same applies to its Facebook page and its new letterhead. Design and review was similarly applied to the literature of the Christchurch Angels project.

It is therefore the policy of CCP, that all forms of literature, publicity and electronic presence will be subject to a corporate appearance, to enable unity of message, branding and image. This will be effected as follows:

- All letters, leaflets, posters etc written or designed on behalf of a CCP project* will carry the CCP logo in its original form, that is, without alteration to its colour, proportions or style.
- The letterhead template is not to be altered in any way. If another address is required for a direct reply, this must be added in the body of the letter, headed 'Please reply to'. The same applies to our compliment slips, invoices etc.
- Letters need to be signed out at the appropriate level, ie Project Leader, VEO or Trustee.
- With regard to publicity other than letters, ie leaflets, posters etc, all draft wording will be approved by the Marketing Trustee prior to printing or distribution or publication.
- Information to go to the press as news items or press releases is to be sent in draft form to the Marketing Trustee for overview and onward transmission. This is so that the press knows the material comes from an authorised source and knows whom to contact in case of query. This includes information for The Courier.
- The CCP website and Facebook page welcomes items of interest and information and these are to be sent to the Marketing Trustee for uploading. For reasons of uniformity and authority it is important that CCP speaks with one voice so other Facebook or website pages are not permitted.

It is to be noted that the Marketing Trustee, like other members of CCP, is a volunteer who may be absent for holidays or other reasons. Therefore it is most important to note that enough time must be allowed for drafts to be considered and approved. CCP's policy has always been that rushed decisions may not be for the best in the long term: sufficient time must be allowed for the preparation of all publicity so that drafts can be considered comprehensively and without undue pressure.

While it is hoped that the above covers all the usual forms of publicity and marketing, it is inevitable that as time goes on, there will be other aspects that will need to be added to this policy. For that reason, any aspect of promoting CCP or its activities which do not appear to be covered by this Policy, should first be queried with the Marketing Trustee, rather than assumed that the proposed action is not subject to this policy.

* The definition of a CCP project is one that is listed under 'Our Current Projects' on our website and for which we are providing sponsorship, advice or direction.