

Grand Vision Communications Guidelines

“Official” Grand Vision Communications vs. “Supportive” Grand Vision Communications

“Official” Grand Vision Communications:

- Comes from the *Grand Vision Communications Team*.
- Uses the *Official Grand Vision Logo*.
- Uses the Official Grand Vision letterhead.
- The event or project being publicized is specifically coordinated by one of the networks or the CORE group and is being attributed entirely to the Grand Vision. Although other organizations may be mentioned in the article/release, the primary “credit” goes to *The Grand Vision*.
- The event or project being publicized is approved by the *CORE Group*.

“Supportive” Grand Vision Communications:

- Comes from one or more partnering organization.
- Uses the *“In Support of” Logo*.
- Includes language that ties the project/event back to the original vision and/or to one of the six guiding principles.
- Although the same organizations involved in Grand Vision networks may be involved, the primary organization is the driving force behind the event or project and deserves the “credit.”

Social media:

- Official Grand Vision Social Media may be used for Supportive Grand Vision Communications. For instance, the GV Facebook page may promote an initiative of the Watershed Center. This would be done from the perspective of The Grand Vision supporting a Watershed Center project.

Logos:

- The Official Grand Vision logo will be used only on Official Grand Vision Publicity.
- The “In Support Of” logo can be used by partner organizations to publicize their project/event in terms of its alignment with the Grand Vision.



Review Process

Review of Draft “Official Grand Vision Communications” documents, including press releases, Grand Vision Action Updates, etc.:

- Internal initial review by communications team
- **First draft** review by project contact and by anyone who is quoted
- **Second draft** review by Grand Vision spokesperson (Marsha)
- **Final draft** review by primary contract contact (Marsha)
- Final proofing – internal review by communications team

Each external review will allow a two day time frame for revision.

The subject line of the email will indicate which draft is attached and will give a deadline date for response.

Reviewers will be asked to make changes in the document, highlight those changes in yellow, and send the document back to us. Each draft will include a “Sign off and Review Tracking” box. Each reviewer should date and initial his/her review.

Expedited review: If a communications piece must be completed on a very tight timeframe, review may be completed in one day by the primary contract contact or designee.



References

Communications = Any promotional or information activity, including press releases, updates, social media posts, web site, media relations, and more.

Grand Vision Communications Team = the group working on Official Grand Vision Publicity/Communications.

CORE Group = The collaborative committee that coordinates Grand Vision activities. Includes Network Conveners, the Spokesperson/Chair, and Grand Vision Communications. CORE = Coordination, Outreach, Resources, and Education.

Official Grand Vision Logo:



In Support of Logo:



Web site (to be used consistently on all communications): www.thegrandvision.org

Email address: info@thegrandvision.org

“The Grand Vision” shall be the format used in all communications (capital T)

Contact information for Grand Vision Communications:

- information@thegrandvision.org
- If a mailing address is necessary, use the following:
Attention: Grand Vision Communications
PO Box 506
Traverse City, MI 49685-0506



Expectations – What can the Grand Vision Communications team do for you?

Official Grand Vision Communications is (as of this writing) managed by the communications professionals at Northwest Michigan Council of Governments. NWMCOG is under contract with Rotary Charities to coordinate communications efforts for The Grand Vision – specifically, “Official” Grand Vision Communications. The team is available to consult with partner organizations who are producing “Supportive” Grand Vision Communications.

Topic	GV Communications Team will provide:	GV Conveners/Networks should provide:
Process	Communications services as defined in these guidelines and as requested via the formal request process.	Use of the <i>Project & Event Communications Request Form</i> when requesting any communications services. This form should be completed as much as possible and submitted well in advance of when services are needed. The use of this form is necessary when requesting either Official Grand Vision Communications services or assistance with Supportive Grand Vision Communications.
Videos	One 3-5 minute video per network per year	Advance notification of opportunity for a video; selection of which project/event should be used as the video.
	One “history” video: documentary of the history of The Grand Vision.	Participation as needed.
	One “showcase” video of The Grand Vision as a whole.	Participation as needed.



Topic	GV Communications Team will provide:	GV Conveners/Networks should provide:
Events	<p>Promotion of one major event per network per year, including:</p> <ul style="list-style-type: none"> • coordination of media involvement; • graphic design of promotional materials; • online registration; press release, social media, email, and web site promotion; • other supporting promotional activities as determined appropriate by both the network contact and The Grand Vision Communications Team. 	<p>Advance selection of event to be promoted by The Grand Vision Communications Team.</p> <p>Identification of target audience.</p> <p>Use of Event Planning worksheet and Communications Request form for event information and planning process.</p> <p>Designation of one primary contact for event coordination and promotion.</p> <p>Printing and distribution of hard copy materials.</p> <p>Assistance in identifying the best media and promotional venues.</p>
Press Releases	<p>Copy writing, editing, and distribution of press releases meeting the Official Grand Vision Communications guidelines.</p> <p>Consultation and assistance with Supportive Grand Vision Communications press releases.</p>	<p>Content information and clarification, quotes as needed, and participation in the formal review process.</p> <p>A template is available as part of the toolkit, which can be used for any communications needs.</p>



Topic	GV Communications Team will provide:	GV Conveners/Networks should provide:
Media Engagement	<p>Media strategy development, including key Grand Vision messages.</p> <p>Training of conveners and network members on media relations and messaging.</p> <p>Regular coordination of media-related activities, including radio and tv interviews as appropriate.</p> <p>Continual assessment of media engagement and response.</p> <p>Coordination of responses to negative media coverage.</p>	<p>Use of media strategy.</p> <p>Notification when contacted by the media.</p> <p>Participation in media training.</p>
Web site	<p>Maintenance and ongoing updates of The Grand Vision web site.</p>	<p>Monthly updates of each network page.</p> <p>Posting of events and meetings on the calendar.</p>
Social media	<p>Maintenance and regular updates on The Grand Vision Facebook page, Twitter account, YouTube channel.</p>	<p>Sharing and re-tweeting of social media posts, where possible.</p>
Signage	<p>Storage of The Grand Vision yard signs and In Support Of signs.</p>	<p>Pick-up, distribution, and return of signs.</p>