

PATHWAYS ABILITIES SOCIETY

POLICY: PROMOTIONAL AND MARKETING MATERIAL

Applies to: All Personnel and Volunteers

Original Approval Date: November 30, 2011

Date Board Approved: June 2, 2014

Replaces Policy Dated: December 21, 2012

Board Member's Signature

PREAMBLE

Pathways Abilities Society purchases and produces promotional and marketing material to advertize and promote the society's services and fundraising.

Promotional material includes but is not limited to brochures, flyers, signage, billboards, flyers, booklets and brochures, posters, pull-up banners, print and electronic direct mail items (i.e. postcards, invitations to events, etc.), websites and electronic campaigns.

POLICY

Promotional items and material purchased or produced reflect positive imaging for the society and the people served. The items are used to educate the public, create positive disability awareness and promote services.

Promotional imaging is approved by the executive director. The board of directors is consulted if there are proposed significant changes to promotional imaging.

Products and purchases are made within the parameters of existing Pathways Abilities Society policy and procedures.

Photographs and/or personal statements of individuals used in marketing and promotional materials will have the appropriate consent form completed by the person prior.

Any proposed logo, trademark, service mark, trade name, or URL is deemed to be a marketing material. Accordingly, all such devices must be reviewed and approved.

Promotional and marketing material is obtained and used as outlined in the Promotional and Marketing procedure.