



to the BE the CAUSE Campaign Guidebook!

This guidebook is your “go to” resource outlining a variety of campaign materials. Below is a list of the Toolkit components to help you implement your chapter’s cooperative, annual fund campaign .

This overview includes suggested ways to use the materials. You can pick and choose the tools that will best meet the needs of your chapter. All of the elements are able to be downloaded and most are able to be customized!

Questions?

Contact the Foundation at foundation@afpnet.org or 703-684-0410

What’s Included?

- Buttons
- Campaign Video
- Donor Bill of Rights
- FAQs
- Flyers
- Guidebook
- I give because... Placard
- Insert
- Letterhead
- Logos
- Powerpoint Presentation
- Response Card
- Social Media Messaging
- Solicitation Emails
- Solicitation Letter/Email
- Solicitation Letters
- Talking Points
- Tent Cards
- Website

BRANDING & LOGO USAGE

The visual identity of the AFP Foundation for Philanthropy's brand related to the BE the CAUSE Campaign can only be established through accurate and consistent usage of the campaign name and logo. Alterations and distortions of the campaign name and logo dilute their impact, weaken our identity, and endanger the legal protections afforded by our trademarks.

Uniform use of the campaign name and logo is essential for creating an internationally recognizable identity and reference for our chapters and members. To ensure accurate and consistent visual brand identity, please follow these guidelines.

4 Color Use



Single Color Use



Campaign Typeface

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

When referencing the Campaign in text use:

BE the CAUSE

Example:

Please give to the BE the CAUSE campaign.

Colors in Print Communications:

Cyan: 69
Magenta: 68
Yellow: 62
Black: 58

Cyan: 88
Magenta: 55
Yellow: 100
Black: 0

Cyan: 66
Magenta: 39
Yellow: 3
Black: 0

Cyan: 55
Magenta: 18
Yellow: 100
Black: 2

Cyan: 100
Magenta: 83
Yellow: 34
Black: 23

BUTTONS

Install this button on your chapter's website or email and hyperlink it to the BE the CAUSE campaign website to provide easy access for your members.



CAMPAIGN VIDEO

Play this short video (01:12) at chapter events or include a link to the video in an email solicitation. It's a great way to provide a concise, overview of the BE the CAUSE Campaign, including purpose, reasons for giving, and an explanation of what donor gifts support.



DONOR BILL OF RIGHTS

You use the Donor Bill of Rights in your own shops, so please be sure your AFP members are aware of their rights as donors to the AFP Foundation for Philanthropy and your chapter:



FLYERS

Print this piece and distribute it at your chapter events. Include it with a solicitation letter or in your membership welcome kit.



I GIVE BECAUSE... PLACARDS

Why do you give to the AFP Foundation? To promote the BE the CAUSE Campaign, ask your chapter leaders or major donors to complete an "I give because..." placard. Take pictures of them sharing their reason for giving. Include one or more photos in the PowerPoint presentation, add them to your chapter website or include one in an email message.



INSERT

Enclose the insert with your direct mail solicitations, distribute it at meetings, and make it a part of your membership welcome kit.



POWERPOINT PRESENTATION

Use this presentation at chapter meetings and events to gain member understanding and support. Add your own slides to highlight your chapter's programs, events and success stories.



RESPONSE CARD

If you conduct a direct mail campaign, include this with your solicitation letter.

Yes, I will support the BE the CAUSE Campaign!

Donation Amount: \$

Donor Information:

Name

Address 1

Address 2

City, State, Zip

Email

Phone

Method of Payment:

Enclosed is a check (payable to AFP Foundation for Phlebotomy)
Mail to: 1000 Wilson Blvd, Suite 100, Arlington, VA 22201

Credit Card Visa Mastercard American Express Discover

Credit Card Number

Expiration Date

Donate online at afpfoundation.org.

To become a recurring donor through the monthly giving program Alpha 5000, please call SuperWebMail at 703-514-8146 or online through the "Take a Recurring Monthly Gift" green box on the right-hand side of the donation page.

For more information about planned giving opportunities through the Omega Club, please call 703-514-4492.



SOCIAL MEDIA MESSAGING

Use Facebook and Twitter to reinforce campaign messaging and invite donors to tell you why they gave. Suggested posts are able to be downloaded from the online toolkit.



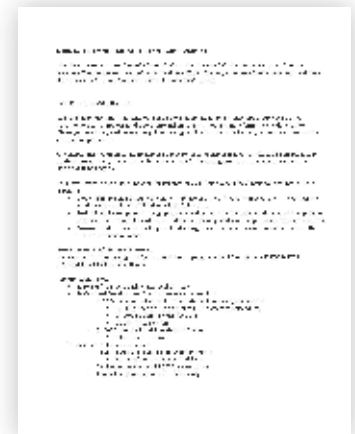
SOLICITATION EMAILS

Solicitation email templates, as well as a few optional special insert paragraphs about donor recognition and board leadership, are provided as samples for your chapter to customize. You can download these documents from the online toolkit.



SOLICITATION LETTERS

Solicitation letter templates are provided as samples for your chapter to customize. You can download these documents from the online toolkit.



TALKING POINTS

Talking points for chapter meetings are available from the online toolkit. Pick and choose talking points as appropriate for your chapter's needs.

TENT CARDS

Place tent cards on your registration table and meeting tables at your next chapter meeting or event. Also, place them in your office so co-workers can learn what great things are happening through the BE the CAUSE Campaign and in your profession!



WEBSITE

afpfoundation.org/bethecause

Refer to the website, afpfoundation.org/bethecause, at chapter events and in all communications and solicitations so your members can learn more about the campaign and make their online donations.



RESOURCE MATRIX See how each resource can help you communicate with prospective donors.

RESOURCE	CHAPTER EVENTS	ELECTRONIC COMMUNICATIONS	DIRECT MAIL	CUSTOMIZATION
Buttons		✓		
Campaign Video	✓	✓	✓	
Donor Bill of Rights	✓	✓	✓	
FAQs	✓	✓		
Flyers	✓	✓	✓	
I Give Because...Placards	✓	✓		
Insert	✓		✓	
Letterhead			✓	✓
Powerpoint Presentation	✓			✓
Response Card	✓		✓	
Solicitation Emails		✓		✓
Solicitation Letters			✓	✓
Social Media Messaging	✓	✓		✓
Talking Points	✓			✓
Tent Cards	✓			✓
Website	✓	✓	✓	