

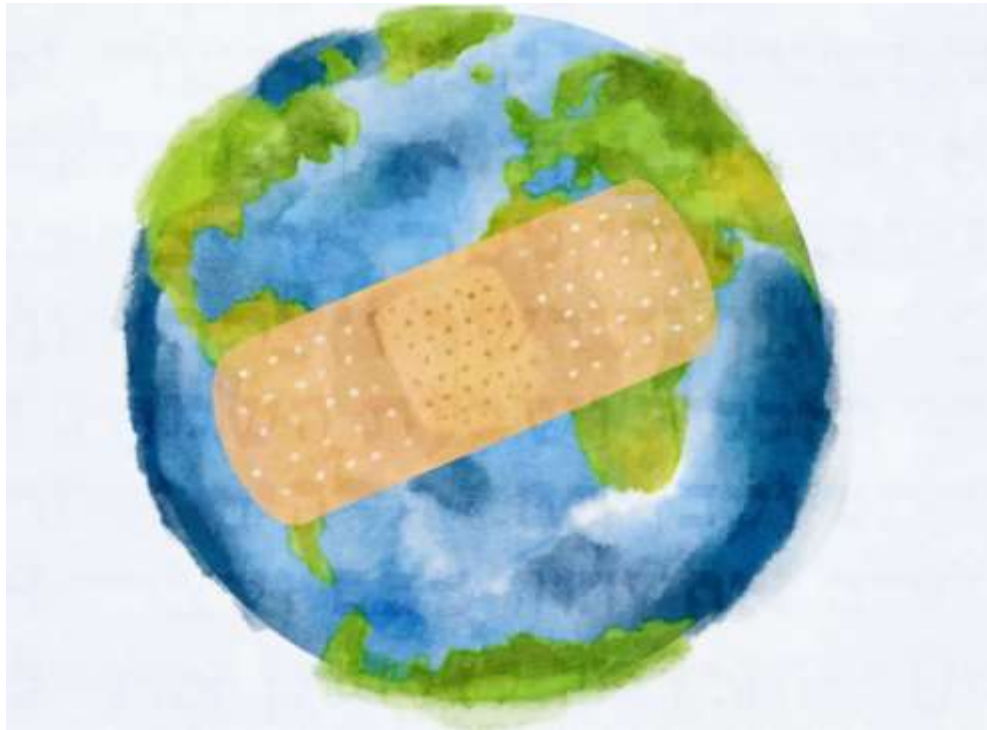
# Year One - Turning the Boat

## A Communication & Marketing Story

# How the H\*II Did Get Here??



# Why the DCF Now?



# In a Chaos State of Mind



# “CaM” @ the DCF



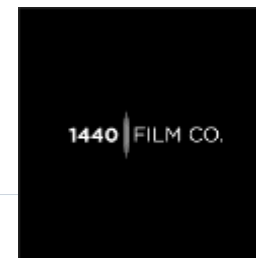
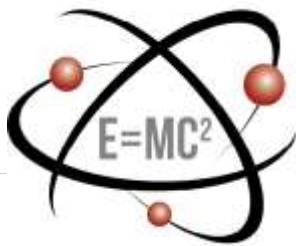
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# Turning the Boat

*“Delaware’s Best Kept Secret”*

# We Knew Who We Were (and Are) ...

Strengthen Delaware by maximizing community-based philanthropy

A Delaware where generosity expands opportunities for all

Serve with Joy • Engage Inclusively • Pursue Excellence •  
Lead with Integrity



... But Did Anyone Else?





# CaM Strategy – Process Overview



# Listen & Learn

- Interviews with Staff, Board members and longtime donors
- Listening to our Giving Together calls for donor and grantee concerns
- Attending the Spring Reception to talk with donors
- Interviewing grantees for news releases
- Calling reporters and legislators for their take
- Discussions with ad reps for recommendations
- Deep dive into media coverage
- Deep dives with Epic and First Ascent

# Key Audiences

<b><i>Financial Stakeholders</i></b>	<b><i>Community Relationships</i></b>
Fundholders	Municipal & Legislative
Fundholder prospects	Anchor Institutions – Hospitals, universities
Agency Funds (NP to benefit self)	Media
	General Public
<b><i>Non-Profits</i></b>	
Grantees & Grantee prospects	<b><i>Social Justice</i></b>
Philanthropic Community (granting orgs)	Advancing Equity Partners
Organizations (DANA, UW, etc)	Advancing Sustainability Partners
<b><i>Professional Advisors</i></b>	
<i>Attorneys</i>	
<i>Financial Advisors</i>	
<i>Accountants</i>	

# Plan Objectives

1. Increase inquiry by potential donors and grant recipients.
2. Position the DCF as the leading voice for philanthropy in Delaware.
3. Raise awareness of the DCF among all core audiences.
4. Strengthen meaningful communication with internal stakeholders.
5. Represent organization externally as a leading employer that values each member of its staff.

# Voice & Tone

Our voice is “how” we speak:

**Trustworthy, Professional and Knowledgeable.**

Our tone is how we sounds:

**Warm, Approachable and Empowering.**

Our messaging should always sound as if it’s coming from a **person**, not an institution.

# We Needed a Cohesive Brand Story

- An internal document meant to guide communications and marketing
- Partner to the Brand Standards
- Succinctly represents the organization at its core
- Expresses how the org communicates its role in the community
- Ensures constancy and accuracy for internal stakeholders to speak and write about the org

# The DCF Brand Story

- A succinct history
- What we know
- What we do **best**
- How that leverages our mission and works to our vision
- Roles in the community
- Voice and tone
- USP
- Positioning



# USP and Positioning

We make positive,  
sustainable change  
with,  
and for, Delaware.



# The Brand - 2024

- Had not been updated in about 15 years
- Colors and tagline worn and not reflective of DCF now
- Needed “punch” to break through to new audiences
- Budget (sigh)



# A Gift Falls From the Sky

make more  
possible.



turn two<sup>9</sup>



# USP reworded

We make positive,  
sustainable change  
with,  
and for, Delaware.

The DCF Makes  
More Possible



# Brand Reno



- Update colors
- Emphasize DCF
- Mission-based tagline

# DCF

## Brand Style Guide

### Full Brand "Lock-up"

A brand lockup is how all the elements represent together in the majority of uses.



Full lockup - Primary Logo

### Proper Usage

We anticipate that 90%+ of the time when using a DCF logo, we will use the full lockup. This is especially true for formal or official materials like letterhead, envelopes, folders, collateral, email signatures and advertising.

The three alternative designs are provided for special circumstances such as SWAG, sponsorship (of other's programs) and signage.

*\*If you would like to use one of the alternate logos, please check with the Communications & Marketing Department before deploying.*



Initials + Stacked Tagline  
Special Circumstances Logo\*



Initials + Horizontal Tagline  
Special Circumstances Logo\*



Initials + Title  
Special Circumstances Logo\*



The full-color or PMS logo works best on white or light backgrounds.



The white logo is ideal on dark colors and backgrounds.



The one-color logo is an alternative for situations where the full-color or PMS version cannot be used.

### Logo Minimum Size

The DCF logo should always be at least 1.5 inches wide, with clear space around it equal to the height of the space between the two "F" crossbars, ensuring visibility and impact.



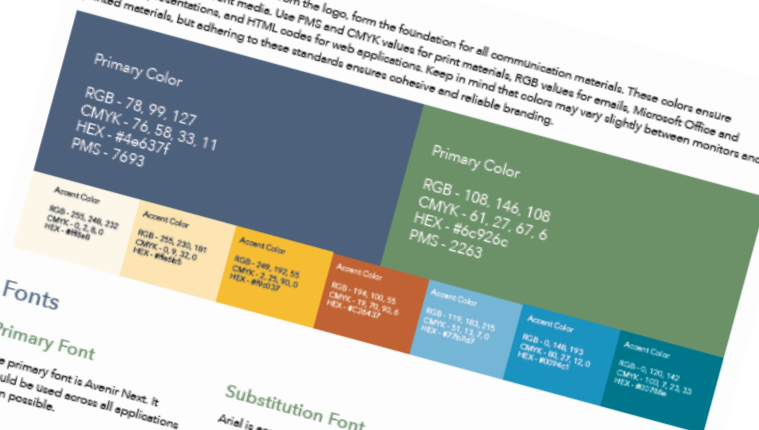
1.5" wide



Clear space is equal to the distance between the top of the arm to the bottom of the bar of the letter "F"

### Color

The DCF's Primary Colors, derived from the logo, form the foundation for all communication materials. These colors ensure consistency across different media. Use PMS and CMYK values for print materials, RGB values for emails, Microsoft Office and PowerPoint presentations, and HTML codes for web applications. Keep in mind that colors may vary slightly between monitors and printed materials, but adhering to these standards ensures cohesive and reliable branding.



### Fonts

#### Primary Font

The primary font is Avenir Next. It should be used across all applications when possible.

#### Substitution Font

Arial is acceptable for use when the primary fonts are not available. These uses include emails, Word documents and PowerPoint presentations, as well as the website.

#### Serif Font

A serif font adds a touch of sophistication and timeless elegance, enhancing the refinement of any design piece. Best used for headlines, not body text.

**Avenir Next**  
Avenir Next Ultra Light  
Avenir Next Regular  
Avenir Next Medium  
Avenir Next Demi Bold  
Avenir Next Bold  
Avenir Next Heavy

**Arial**  
Arial Regular  
Arial Bold

**Georgia**  
Georgia Regular  
Georgia Bold

### File Formats

Vector images can be scaled up or down without losing quality because they are made up of points, lines, and curves rather than pixels. These files serve as the editable source files for design applications.

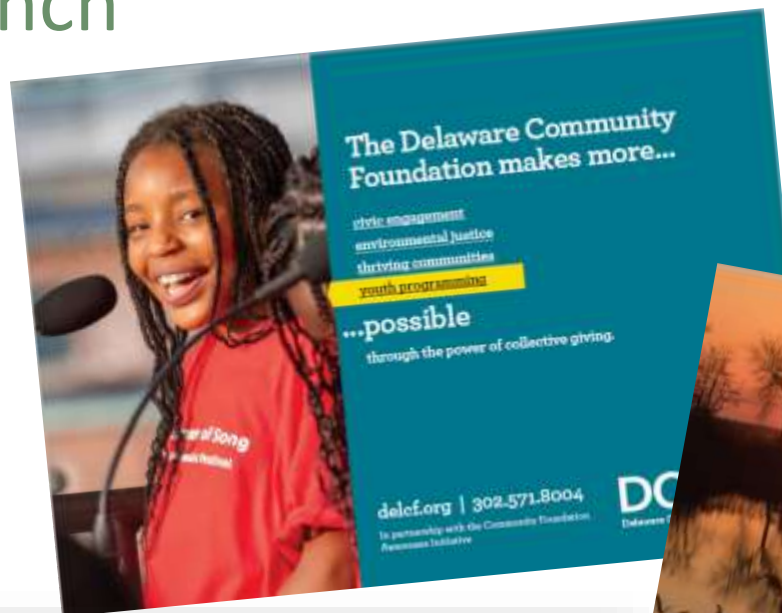
In contrast, raster images are made of pixels, so enlarging them results in a loss of resolution, making the image appear blurry or pixelated. Raster files must be exported at specific sizes to suit different applications, such as your website or LinkedIn profile.

The illustration to the right highlights this difference: the raster logo on the left becomes pixelated, while the vector logo on the right remains sharp when scaled.





# Launch

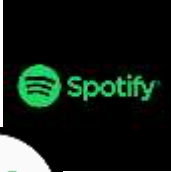




# Pulling It Through



# Podcast



Jill DiPaolo, Jamar Rahming: (Don't) Bury the Libraries | How to (Not) Kill Your Community



# Additional Brand Work



# Crisis Communications Planning

- Define “crisis”
- Flow of information tree
- Contact tree
- Comms Steps
  - Spokesperson
  - Statement (if needed)
  - Notifications
  - Staging media
  - Draft Q&A for internal and external responses
- Issues Outline
  - Top 3-6 scenarios
- Appendices:
  - Information gathering list
  - Sample statement for media
  - Sample Q&A
  - Local media list
  - Key partners list
- Additional – DEI Strategy

# It's Been a Year

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- FY25 & FY26 CaM strategy
- Department reno/expansion
- Brand story
- Brand update
- Brand Style Guide complete
- Make More Possible
- Website refresh
- Podcast launched
- Google Ad Grants
- FY24 & FY25 Annual Reports
- MERIT and Milestone videos
- Media coverage growth
- Social media growth
- Instagram launched
- Now & Forever brand
- HCD rebrand and strategy
- Signature event strategy
- DCF Strategic Plan team
- **40<sup>th</sup> Anniversary strategy**

# How Do We Know It's Working?





# Plan Objectives

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# Six Things I Focus On

1. The Team(s)
2. Everything connects to the plan
  - If not, don't do it, *or change the plan*
3. It's not cheating to *not* reinvent the wheel
4. Kill your darlings
5. Everything is a trade-off
6. Life is short – eat dessert first



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