



PFC is a 501(c)(3) nonprofit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.

## **Public Engagement & Development (PED) Committee**

Tuesday, August 1, 2017

3:00 PM – 5:00 PM

Charles Morris Conference Room

### **Be the Driving Force Engage Families and Communities to Play a Leading Role**

#### **I. Determination of Quorum & Call to Order – Angie Malave**

- A. Welcome
- B. Chair's Comments
  - Incoming Chair, Angie Malave
  - 2017-2018 Year
  - Recommendations from June meeting

#### **II. Approval of Minutes – June 6, 2017\***

#### **III. Strategic Focus**

- A. Engagement
  - Who we have engaged in the community
  - How do we increase the depth?
- B. Talking Points
  - NCPC Messaging
  - Local Messaging
- C. Marketing Pieces
  - Templates/Driving Force for Consistent Messaging and Branding
  - Final Style Guide

#### **IV. Soiree Update**

#### **V. President's Report <sup>eA</sup> - Mary Sonnenberg**

#### **VI. Adjournment – Angie Malave**

**Next Meeting, October 3, 2017 - 3 to 5pm**

**Upcoming Scheduled Meetings for 2017-2018**

- 2/6/18
- 4/3/18
- 6/5/18

# **Public Engagement & Development Committee Information**

## **Meeting of June 6, 2017**

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### **A. Target Audiences:**

When speaking to groups ensure we have a specific message, with a specific ask or specific project.

Fayetteville Kiwanis  
Greater Fayetteville United  
Networth  
Public Relations Alliance  
Access to Media List  
Fayetteville Area Board of Realtors  
Coffee Club  
Ruitans  
Knights of Columbus and Pythias  
Greek Center  
Big Churches  
Chamber of Commerce  
Fayetteville Society of HR Managers  
Local Bar Association  
Moose Lodge  
Masons  
Rotary  
Local colleges/universities  
VFW  
Steel Workers Union  
Fire Chiefs

### **B. Movers and Shakers in the Community:**

- Commercial Builders
- Medical Community (Pediatrists and Family Practice)
- Buisness Community

### **C. Media:**

- Hold a media day twice a year to get PFC out there in the community.
- Important as PFC has been in long time existence and it is imperative that we stay on the front of the community's mind and share milestones, impacts, new impact achievements again with a specific message.

### **D. Storybook:**

- Compile a book of stories that illustrate the success and impacts of the PFC funded programs and services.
- A multi-faceted compilation that Board and Staff may use that are moving and relatable to various audiences.
- Utilize families and past students or those currently receiving programs and services.
  - How have you been part of PFC?
  - How were you impacted?
- Reach out to service providers.
- Utilize website and social media.

**E. Talking Points/Elevator Speech:**

- Target audiences
- Main programs and services to highlight
- Relatable
- Specific and consistent messages

**F. Speakers Bureau:**

- A core group of speakers (either staff or volunteers) who are available for community meetings or gatherings. Creating your own speakers bureau offers another opportunity to educate the public and act as a community resource.

**G. Video:**

- Create a video that Staff and Board could utilize in connecting with the community that shows the importance of early education and funded programs; the impacts and why investing in early education matters to us all. Specific messaging, moving and highlights the successful impacts of the work PFC does.

**H. Host a Breakfast/Coffee Club:**

- Charles Morris Conference Room
- Invite local leaders, business community, faith community
- Identify any other key groups



**Partnership for Children of Cumberland County, Inc. (PFC)**  
**Public Engagement & Development (PED) Committee Meeting Minutes**  
**June 6, 2017 (3:02pm-4:16pm)**  
***Be the Driving Force to Engage Partners***



MEMBERS PRESENT: Mike Hardin (via phone), Mark Kendrick, Angela Malave, Sharon Moyer(Chair)

MEMBERS ABSENT: Kady-Ann Davy, Kathy Jensen, Kenneth Lawhead, Erica Little, Wendy Lowery, CJ Malson, Thomas Parker, Judge April Smith, Lorna Ricotta, Jerome Scott, Buck Wilson

NON-VOTING ATTENDEES: Linda Blanton, Daniele Malvesti, Mary Sonnenberg,

AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
I. <b>Determination of Quorum &amp; Call to Order</b>	<p><b>Welcome</b></p> <p>Sharon Moyer, PED Committee Chair, determined a quorum and called the meeting to order at 3:02 pm. Daniele Malvesti was Secretary for the meeting and recorded the minutes.</p> <p>Sharon Moyer, Committee Chair, welcomed everyone and thanked committee members and staff for attending today's meeting. Sharon announced that this meeting was the last meeting of PED for the 2016-2017 year. With that being said it was also her last meeting as Chair of the committee and that she will stay on the committee as an active member. Sharon welcomed Angie Malave as the 2017-2018 PED Chair.</p> <p>Angie Malave expressed her excitement to Chair PED and her long time advocacy of PFC and our mission.</p> <p>Sharon discussed briefly the the recommendations from the May 2017 meeting:</p> <ul style="list-style-type: none"><li>- May 9<sup>th</sup> meeting is where we looked at:</li></ul> <p><b>INFORMATION</b></p> <p><b>A. Revised Policies and Procedures</b></p> <p>Revisions for the policies and procedures are still ongoing and these policies seek to create a consistent brand image for the organization. Brand image is a similar concept to organizational reputation. Creating a consistent brand image is important because it builds customers' and clients' trust in our organization.</p> <p><b>B. Organizational Talking Points</b></p> <p>The crafting of elevator speech and talking points need further thought and committee</p>	None	None



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AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
	<p>will be kept apprised.</p> <p><i>Audiences</i></p> <p>Children and Families: Parents and caregivers Community Partners (funded and non-funded) and community influencers or stakeholders</p> <p><b>C. Organizational Style Guide</b></p> <p>As the Partnership for Children of Cumberland County, Inc. continues to grow, it is vital to maintain a clearly focused brand identity to ensure our organization's sustainability. Our brand identity is the visual means by which we distinguish our programs and services and is the essential link to our reputation. It is important that the graphic representation of our image be visually strong and consistent, and that it be executed correctly and consistently every time.</p> <p><b>D. Kidtopia and KidStuff Discussion</b></p> <p>An overview of the 2017 Kidtopia outreach event and KidStuff outreach event was provided. PED engaged in conversation on following:</p> <ol style="list-style-type: none"><li>1. Boost the ads on social media on all events to increase reach.</li><li>2. Provide information regarding KidStuff to the information booths at Dogwood Festival to increase awareness of our footprint and location.</li><li>3. Due to the expansion of the festival, place signage on Hay Street to create awareness and ease of directing families to the footprint.</li></ol> <p><b>Strategic Communications to Increase Engagement</b></p> <p><b>A. Action Plan</b></p> <p>The Action Plan regarding increasing engagement with the committee was reviewed. PED engaged in conversation on the following:</p> <ol style="list-style-type: none"><li>1. Look at target audience</li><li>2. Identify critical 3-5 programs/services for target audiences</li><li>3. Engage business community</li></ol>		



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AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
	4. Engage parents and friends 5. Engaging the board through working in small groups 6. Educate Human Resource Managers about services/programs 7. Chamber of Commerce 8. Civic organizations: Kiwanis, Rotary 9. Website strategies: key word searches 10. Social media ad reaches		
<b>II. Approval of Minutes</b>	May 9, 2017, meeting minutes were reviewed by the committee. Angie Malave motioned to approve the minutes; Mike Hardin seconded the motion. Without further discussion, the minutes were unanimously approved.	Approved	None
<b>III. Strategic Focus</b>	<b>Talking Points – Digging deeper</b> <ul style="list-style-type: none"> <li>▪ Target Audiences</li> <li>▪ Who are the movers and shakers in the community?</li> <li>▪ What types of stories should we gather to garner greatest impact?</li> </ul> A. Target Audiences: <ul style="list-style-type: none"> <li>▪ When speaking to groups ensure we have a specific message with a specific ask or specific project.</li> </ul> Fayetteville Kiwanis Greater Fayetteville United Networth Public Relations Alliance Access to Media List Fayetteville Area Board of Realtors Coffee Club Ruitans Knights of Columbus and Pythias Greek Center Big Churches Chamber of Commerce	None	None



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AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
	<p>Fayetteville Society of HR Managers Local Bar Association Moose Lodge Masons Rotary Local colleges/universities VFW</p> <p>B. Movers and Shakers in the Community:</p> <ul style="list-style-type: none"><li>Commercial Builders</li><li>Medical Community (Pediatricians and Family Practice)</li><li>Buisness Community</li></ul> <p>C. Media:</p> <ul style="list-style-type: none"><li>Hold a media day twice a year to get PFC out there in the community.</li><li>Important as PFC has been in long time existence and it is imperative that we stay on the front of the community's mind and share milestones, impacts, new impact achievements again with a specific message.</li></ul> <p>D. Storybook:</p> <ul style="list-style-type: none"><li>Compile a book of stories that illustrate the success and impacts of the PFC funded programs and services.</li><li>A multi-faceted compilation that Board and Staff may use that are moving and relatable to various audiences.</li><li>Utilize families and past students or those currently receiving programs and services.<ul style="list-style-type: none"><li>How have you been part of PFC?</li><li>How were you impacted?</li></ul></li><li>Reach out to service providers.</li><li>Utilize website and social media.</li></ul>		



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AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
	<p>E. Talking Points/Elevator Speech:</p> <ul style="list-style-type: none"><li>▪ Target audiences</li><li>▪ Main programs and services to highlight</li><li>▪ Relatable</li><li>▪ Specific and consistent messages</li></ul> <p>F. Speakers Bureau:</p> <ul style="list-style-type: none"><li>▪ A core group of speakers (either staff or volunteers) who are available for community meetings or gatherings. Creating your own speakers bureau offers another opportunity to educate the public and act as a community resource.</li></ul> <p>G. Video:</p> <ul style="list-style-type: none"><li>▪ Create a video that Staff and Board could utilize in connecting with the community that shows the importance of early education and funded programs; the impacts and why investing in early education matters to us all. Specific messaging, moving and highlights the successful impacts of the work PFC does.</li></ul> <p>H. Host a Breakfast/Coffee Club:</p> <ul style="list-style-type: none"><li>▪ Invite local officials</li><li>▪ Buisness Community</li><li>▪ Tell our story, show our impact, educate and move to support.</li></ul>		



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AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
VI. President's Report	<p>Mary Sonnenberg provided the following information to the committee:</p> <p>North Carolina Partnership for Children (NCPC) Update / Legislative Update</p> <ol style="list-style-type: none"><li>1. Senate Budget<ol style="list-style-type: none"><li>a. \$3.5 M FY17-18 and \$7 M FY 18-19 to fund Dolly Parton Imagination Library (funding would be exempt from admin. match and child care funding % requirements).</li><li>b. Match requirement stays at 19% for next 2 years.</li><li>c. NC Pre-K provides \$6 M from TANF funds to serve additional 1,150 children FY 17-18 and \$12.2 M to serve 2,350 children FY 18-19.</li><li>d. Provides additional TANF funds and CCDF Block Grant funds to increase subsidy rate for children 0-2 in Tier 3 counties (phased in over 2 years)</li><li>e. Special provision to allow DCDEE to withhold up to 2% of funds for preventing termination of services throughout the year due to overpayments, including those due to fraud.</li><li>f. Sets aside 4% of child care subsidy allocations for vulnerable populations including those with special needs and children experiencing homelessness</li><li>g. Provides CCDF Block Grant funding of \$913k to establish positions to oversee infant/toddler programs, subsidized child care, support early childhood workforce in licensing, professional development and educational assessment</li><li>h. \$600k additional recurring funds for Nurse Family Partnership program</li><li>i. Provides funding to address staffing deficiencies in the 2 CDSAs remaining subject to federal corrective action (New Bern &amp; Blue Ridge)</li><li>j. Child Welfare Reform legislation (SM594) – efforts towards regionalization of DSS<ol style="list-style-type: none"><li>1. Language requiring parents receiving child care subsidy to cooperate with child</li></ol></li></ol></li></ol>	None	None



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	<p>support services</p> <p>2. Child Tax Deduction – taxpayers receiving a federal child tax credit would be allowed on a sliding scale deduction for each dependent child</p> <p>k.Changing guidelines for SNAP (Food Stamps) – potential impact of 130,000+ losing access to benefits, with 51,000 of those being children &lt;18 years old</p> <p>2. HB 586 Office of Early Childhood Education – within the Department of Public Education – this has been changed to a study of coordination across agencies</p> <p>3. Things are moving quickly and a House budget is expected in the next week. Goal of a budget is mid-June; anticipate by July 4<sup>th</sup>.</p> <p><a href="http://www.facebook.com/ccpfc.org">www.facebook.com/ccpfc.org</a></p> <p>B. NCPC Monitoring – monitor is here. Reviewed fiscal records Monday &amp; Tuesday. Began program review Wednesday.</p> <p>C. NC Diaper Bank – Truckload of Hope Mobile Diaper Bank Unit</p> <p>1. Date for first distribution of diapers is June 3</p> <p>2. Registration link will be on website. Capping at 250 families initially</p> <p>3. Targeting military families</p> <p>4. Staff coordinating with the Diaper Bank to put systems in place for this project</p> <p>5. NCDB submitting a press release</p> <p>D. KidStuff and Kidtopia – Good attendance at both events. Completed requirement for Family Needs Assessment at KidStuff. Collaborations with the Crown, PNC, DSPs, PBS. Cohen Clinic, Sweet Frog's, City of Fayetteville Stormwater Education, community organizations serving children, volunteers, corporate partners. Conducted short survey at Kidtopia.</p> <p><b>THANKS TO EVERYONE WHO HELPED WITH THESE EVENTS!!</b></p> <p>E. PFC Employee Benefits – bid out. Continuing with current plan. Changing disability and life insurance plans for decreased cost and increased benefit.</p>		



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AGENDA ITEM	DISCUSSION & RECOMMENDATION	ACTION	FOLLOW-UP
	<b>F. Driving Force Awards</b> – Individual and Agency/Organization nominations for FY 16/17. Posted on website. Nominations due by June 30. To be awarded at Annual Celebration. Annual Celebration Date – October 5 at Snyder Memorial.		
<b>VII. Adjournment</b>	Sharon Moyer, Chair adjourned the committee at 4:16 pm Next meeting, <b>Tuesday, August 1, 2017 @ 3-5</b>	Meeting Adjourned	None

**Submittal:** The minutes of the above-stated meeting are submitted for approval.

\_\_\_\_\_

Secretary for the Meeting

\_\_\_\_\_

Date

**Approval:** Based on committee consensus, the minutes of the above-stated meeting are hereby approved as presented and/or corrected.

\_\_\_\_\_

Public Engagement & Development (PED) Committee Chair

\_\_\_\_\_

Date



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  - 2017-2018 Year
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- 6/5/18



**Be the  
Driving  
Force...**

# STILL ACCEPTING NC PRE-K APPLICATIONS! ENROLL TODAY!

**Our Mission:** Be the driving force to engage partners to achieve lasting positive outcomes for all children, beginning at birth.

**Our Vision:** Successful children ensure a thriving community and long-term economic prosperity.

The Partnership for Children (PFC) of Cumberland County is a nonprofit organization with a successful record of making a difference for Cumberland County's children. We are the local administrator for **Smart Start**, North Carolina's early childhood initiative, and the **NC Pre-Kindergarten Program**. The central goal of PFC is that **all children arrive at Kindergarten ready for success in school**. This goal has been consistent over the 23 plus years of operation, and all its supporting goals are intended to drive toward that result.

## Resources:

- Child Care Resource and Referral
- Eva L. Hansen Learning Library
- Parenting Education Workshops
- Car Seat Program
- Grandparent Support Groups
- NC Pre-K Programs
- Parent – Child Groups
- Information On Child Development
- Financial Assistance for Quality Child Care
- Crisis Intervention
- Parent Counseling
- Literacy Program
- Diaper Bank
- Resource Services Center
- Professional Development for Early Childhood Professionals & Higher Education Supports
- Technical Assistance for Childcare Providers

**...to create a foundation  
for all future learning**

*PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, More at Four, tax-deductible donations, and grants.*



a partner in the  
smart start network™



**351 Wagoner Drive  
Suite 200**

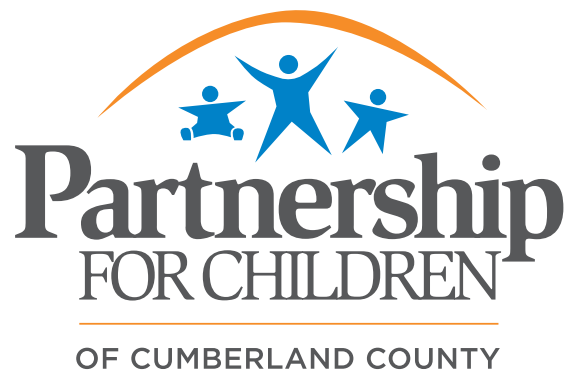
**Fayetteville, NC 28303**

**910-867-9700 / [ccpfc.org](http://ccpfc.org)**



# ORGANIZATION STYLE GUIDE

May 2017



## Introduction

As the Partnership for Children of Cumberland County, Inc. continues to grow, it is vital to maintain a clearly focused brand identity to ensure our organization's sustainability. Our brand identity is the visual means by which we distinguish our programs and services and is the essential link to our reputation. It is important that the graphic representation of our image be visually strong and consistent, and that it be executed correctly and consistently every time.

This Organization Style Guide has been developed to provide the tools for maintaining the integrity of our organization's brand identity. It illustrates and explains the proper use of logos and the organizational name, and contains the guidelines which must be followed when developing or designing any printed or visual materials for the organization. It should be used by anyone working on printed or web materials for the organization, including staff, volunteers, and outside design firms and vendors.

## Organization Name

The legal name of the organization is **Partnership for Children of Cumberland County, Inc.**

On first reference in body text, use the legal name. In subsequent written references in the same document, the name may be shortened to “Partnership for Children of Cumberland County,” “Partnership for Children,” “The Partnership,” or “PFC.”

When using the organizational name in headlines efforts should be made to use “Partnership for Children of Cumberland County.” If space issues make this unreasonable, the shortened version “Partnership for Children” may be used. At no time may the shortened version “The Partnership” be used in headlines.

On first spoken reference, use the shortened form of the organizational name **Partnership for Children of Cumberland County**. In subsequent spoken reference, the name may be shortened to “Partnership for Children,” “The Partnership,” or “PFC.”

## Use of Unit and Program/Service Names

No unit or service name may be used separately from the organizational name.

Unit names must be accompanied by the organizational name in written and spoken reference.

There may be times when it is beneficial to promote services by name. When referencing services in promotional materials or in spoken communication program/service names must be accompanied by the organizational name.

## Official Organization Abbreviation

The official organizational abbreviation is “The Partnership” or “PFC.”

## Organization Logo

Visual symbols are the outward representation of an organization and consistent logo use is an important component of building and maintaining a strong brand identity.

The Partnership for Children of Cumberland County logo is the foundation to our brand identity and reinforces our identity in the community and with our customers. The PFC logo consists of the graphic symbol and the logo type. The size of the graphic in relation to the logo type is set and should remain in the same proportion if reduced or enlarged. The logo should not be altered, rearranged, or embellished in any way not described in this style guide and must remain in the same total proportions as originally designed.

The organizational logo must appear prominently on all materials, at all Partnership sponsored events, and at all community events that the Partnership attends.



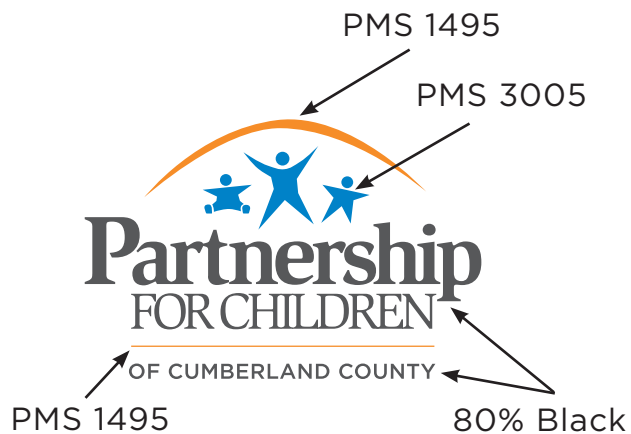
### Logo Clearance

To assure its integrity and visibility, the Partnership for Children logo should be kept clear of competing text, images, and graphics. It must be surrounded by an adequate clear space that is equal in size to the height of the word CHILDREN. The gray area indicates the minimum amount of clear space that must surround the signature in all applications.



### Logo Size

To ensure successful reproduction, the logo should not be reproduced smaller than 1" wide. For specialty items (pencils, pens, repeat patterns, etc.) it may be necessary to use a smaller size than recommended. If this is the case, care must be taken to ensure legibility.



## Logo Color

The official colors of the logo are PMS 3005, PMS 1495 and 80% black. An all black version of the logo has been created for use in situations where it is more cost effective to use one color. If the logo is to be reproduced in any color other than the official color, black, or white prior approval must be obtained from the Community Engagement and Resources Development Department.



## Logo Fonts

The logo type contains two fonts. The font for "Partnership for Children" is Slimbach. The font for "of Cumberland County" is Gotham Bold.

## Additional Logo Formats

For flexibility in design, a horizontal format is also available.



## Color Conversions

		CMYK				RGB			
Color	PMS	Cyan	Magenta	Yellow	Black	Red	Green	Blue	Web
Blue	3005	100	34	0	2	0	129	198	0081c6
Orange	1495	0	54	95	0	255	144	18	ff9012
Black	Black	0	0	0	80	88	89	91	58595b

### PMS (Pantone Matching System)

A printing and design industry standardization system of blended solid inks that are available through local printers worldwide. They are specified by a designated number code and are consistent. Pantone® is a registered trademark of Pantone®, Inc.

### CMYK (Four Color or Full Color Process Printing)

Uses mixtures of Cyan, Magenta, Yellow and Black to “build” a desired printed color, in a way similar to an office laser or inkjet printer.

### RGB (Screen Color)

Uses mixtures of Red, Green, and Blue light to create the desired color on computer monitors and other projection devices, therefore RGB is the color mode used for screen based presentations (ex: PowerPoint). For each color, the level is represented by the range of numbers from 0 to 255 (256 levels for each color).

### HEXADECIMAL (Web Color)

A base sixteen alphanumeric system used to specify RGB color in graphics for the web. Hexadecimal values are used to specify colors in HTML.

## Acceptable Use Of The Logo

**Usage on Dark Backgrounds:** When using a dark background color, the logotype should be reversed out of the background to white.

**Usage on Photographs, Illustrations, and Other Graphics:** The logo may be placed on photographs, illustrations, or other graphics. If the logo is to be placed on a photograph, illustration, or other graphic, placement must meet the following criteria:

1. The logo must be placed on a flat, consistent color field within the photograph, illustration, or other graphic or the photograph, illustration, or other graphic must be screened back to provide sufficient contrast.
2. There must be a minimum amount of uninterrupted free space surrounding the logo. See the guideline under “Logo Clear Space” on page 3.

**Usage in a pattern:** The logo may be used as a decorative element in patterns on a variety of materials such as envelope interiors, publication covers, or coffee mugs. When the logo is used as a pattern, it must be used in its entirety. See the guideline under “Logo Size” on page 3 for the minimum acceptable size for use in patterns.

**Usage with department and service names:** When using the logo with department and service names be sure to adhere to the logo clearance as specified in “Logo Clearance” on page 3. At no time should a department, service, or unit name appear to be a part of the logo.

## Logo Availability

The Partnership logo is available as camera ready Encapsulated Postscript File (EPS), a Tagged Image File Format (TIFF), a Joint Photographer’s Expert Group (JPEG), and Portable Network Graphics Form (PNG) and should never be recreated. These formats can be imported into most computer applications. Contact the Community Engagement & Resources Development Department for copies of the logo.

## Other Logos

There is an approved logo for Soirée, the PFC fundraising event.

There will be no unit or service logos.



## **Funding Source Logos and Names**

Funding source names and logos will be used when appropriate in marketing, advertising, promotional, and public relations materials. When funding source logos are used on a Partnership brand piece, the Partnership logo must have prominent placement with adherence to previous specifications for free space. Funding source logos will be placed subordinate to the organizational logo and must be smaller visually than the organizational logo.

## **Companion Logo Treatment**

When the Partnership logo is placed with another company's logo, care should be taken to follow both companies' logo specifications. On a co-sponsored piece, the logos should be equal size visually. The Partnership logo should not appear to be smaller than a co-sponsor's logo.

Specifications for minimum free space must be followed.

Agencies and organizations that receive grant funding through the Partnership must use the approved Partnership organizational logo on materials related to the program. The logo may not be smaller than 1 inch and care must be taken to follow specifications for clear space.

When outside organizations use the Partnership logo for pieces where the Partnership is not a co-sponsor (such as when the Partnership is a sponsor, activity provider, etc.), the logo may not be smaller than 1 inch and care must be taken to follow specifications for clear space.

When funded programs or other outside organizations use the Partnership organizational logo or reference the Partnership in communications they must submit a copy of the material for review and approval of any areas referencing Partnership to the Community Engagement and Resources Development Department before publication or release.

## Mission & Vision

### Our Mission:

Be the driving force to engage partners to achieve lasting positive outcomes for all children, beginning at birth.

### Our Vision:

Successful children ensure a thriving community and long-term economic prosperity.

## Organization Tagline

The official Partnership tagline is: **Be the Driving Force.** It is to appear as written here and may not be altered.

The tagline must be accompanied by the organization logo, and should be used on all materials where appropriate and space permits.

**Banner Graphic** When appropriate, the logo and tagline may be displayed graphically in the organizational banner. In this case, the tagline will appear in Fira Sans Semi-bold, in blue. The stripes can change color to the layout.



## Organization Funding Statement

The organization funding statement is:

*PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.*

The funding statement must be accompanied by the organization logo, and should be used on all materials where appropriate and space permits. The funding statement may be set on one or two lines depending on space availability.

## Organization Talking Points

Key Messages (which may be revised depending upon target audience):

- Our mission at PFC is to invest in access to information, programs and services for children ages zero to five and their families, regardless of their abilities, ethnicity or socio-economic status.
- Research has proven that early identification and intervention in the social, emotional, physical and cognitive development of a young child will improve outcomes throughout their adulthood.
- Through collaborative partnerships and coordinated efforts, PFC serves as a connector to help transform Cumberland County through early childhood development that builds a foundation for our children to grow into contributing citizens of our community.

# Stationery System

The stationery system is the primary form of visual communication between the Partnership and the public. It is important that this system reflect the visual identity of the organization. Therefore, the logo is the main identifier used on the stationery and should always be reproduced from approved camera-ready art available from the Community Engagement and Resources Development Department.

Only the official letterhead, envelopes, memos and fax sheets, and business cards should be used for all correspondence. Electronic copies of the letterhead, memos, and fax sheets are available in the Forms folder in Community.



## Letterhead

### Size

8 1/2" x 11"

### Logo

Horizontal Logo printed in PMS 3005, PMS 1495 and 80% black. Note break in logo "of CC" to far right for balance.

### Funding Statement

8.5/11 pt. Placed at bottom, above 3005 block. Gotham Book Italic, sentence case, flush left to align with orange bar in logo at top. Printed on two lines in 80% black.

### Address

### Phone/Fax

### Web Site

9 pt. Gotham Book sentence case, flush left to align with orange bar in logo. Printed in 80% black.

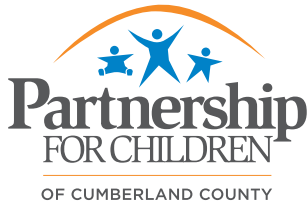
### Tagline

26 pt. Fira Sans Semi-bold, sentence case, flush right. Printed on one line in white, knocking out of PMS 3005.

### Paper

White bond

Include NC Pre-K and Smart Start Partner logos at bottom right.



**[Name Here]**

*[Position Here]*

351 Wagoner Drive, Ste 200

Fayetteville, NC 28303

P 000 / 000-0000

C 000 / 000-0000

F 000 / 000-0000

E [email here]

ccpfc.org

**Our Mission:** Be the driving force to engage partners to achieve lasting positive outcomes for all children, beginning at birth.

**Our Vision:** Successful children ensure a thriving community and long-term economic prosperity.

**Be the  
Driving  
Force.**

## Business Cards

### Size

2" x 3 1/2"

### Number of Lines of Type

There is flexibility in the number of lines, however, a maximum of 10 lines is preferred below the logo. Two lines may be used for the position. Special cases where more lines are necessary will be determined by the Community Engagement and Resources Development Department

### Logo

Logo printed in PMS 3005, PMS 1495 and 80% black. Centered at top.

### Name

9 pt. Gotham Bold sentence case, centered.  
Printed in PMS 3005.

### Title

9 pt. Gotham Book Italic sentence case, centered under name, sensible breaks. May be printed on two lines. Printed in 80% black.

### Address

### Phone

### Fax

### Email address

### Web address

8.5 pt. Gotham Book sentence case, centered under logo, sensible breaks. Printed on six lines. Printed in 80% black.

### Mission and Vision on Back

8.5/12 pt. Gotham Bold/Book, sentence case, flush left in white.

### Tagline on Back

15/30 pt. Fira Sans Semi-bold sentence case, flush right, positioned in the lower right corner to match letterhead positioning. Printed in White.

### Paper

White cardstock

## #10 Envelopes

### Size

4 1/8" x 9 1/2"

### Logo

Logo printed in PMS 3005, 1495 and 80% black. Flush left.

### Address

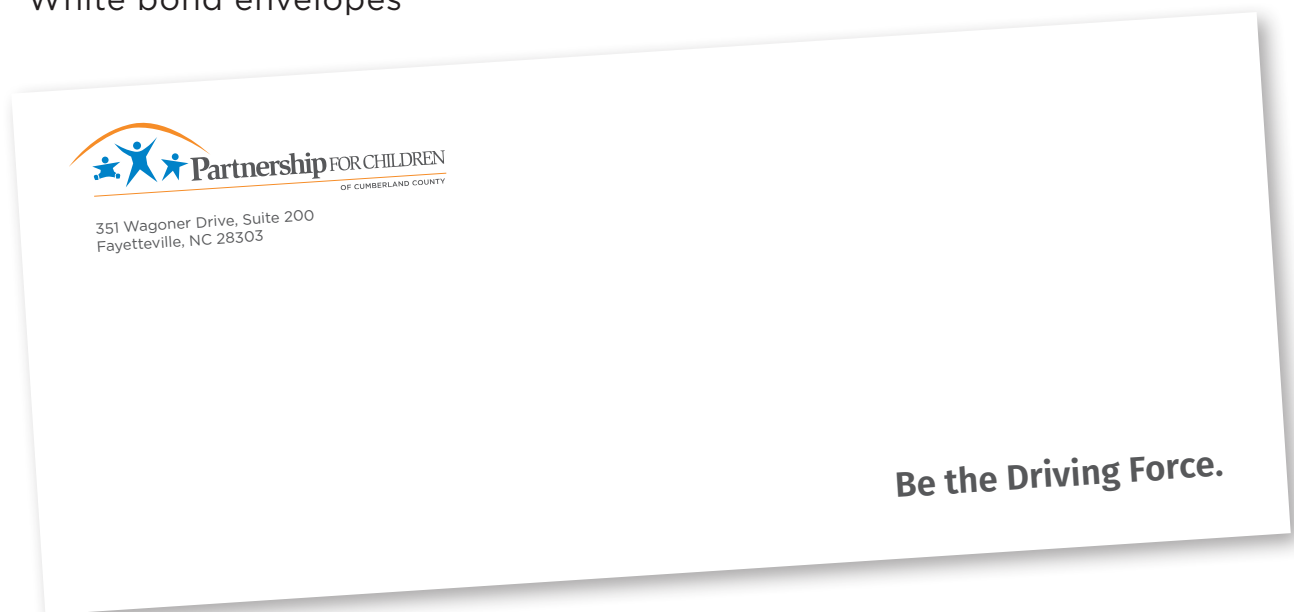
8.5/10 pt. Gotham sentence case, flush left under logo, sensible breaks. Printed on two lines. Printed in 80% black.

### Tagline

20 pt. Fira Sans Semi-bold sentence case. Printed on one line in 3005 bar, flush right to match letterhead. Printed in white.

### Paper

White bond envelopes



### Oversize and Return Envelopes

Special envelopes are often required in addition to the standard size used for letterhead. The stylistic treatment is the same as for the standard envelope. Address and tagline sizes should be increased on the larger scale envelopes, as needed to remain in proportion to envelope size.

## Notecards

### Size

5 1/2" x 8 1/2"

### Driving Force Graphics

Tag dropping from top, using pink stripes. Three lifestyle photos aligned at bottom, evenly spaced. Tagline in campaign font, Fira Sans Semi-bold, in dark blue.

### Logo on back

Centered above address.

### Address, phone number, fax number, and website on back

11/13 pt. Gotham Book, sentence case, centered under logo on back of card, sensible breaks. Printed on two lines. Printed in 80% black.

### Smart Start and NC Pre-K Logos

Centered below address and above Funding Statement

### Funding Statement

8/10 pt. Gotham Book Italic, sentence case, centered under address on back of card, sensible breaks. Printed on two lines. Printed in 80% black.

### Fold

Folded in half, horizontally

### Paper

White cardstock

### Envelope Flap

Horizontal logo in black. Address in 10/13 Gotham Book, two lines in 80% black, centered under logo.



## Memo Forms and Fax Cover Sheets

Memo Forms and Fax Cover Sheets are available in electronic form in the Forms folder in Community.



**Partnership** FOR CHILDREN  
OF CUMBERLAND COUNTY

351 Wagoner Drive, Suite 200  
Fayetteville, NC 28303  
P 910-867-9700 / F 910-867-7772  
ccpfc.org

MEMORANDUM

Date: \_\_\_\_\_  
To: \_\_\_\_\_  
From: \_\_\_\_\_  
Subject: \_\_\_\_\_

PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.

**Be the Driving**



**Partnership** FOR CHILDREN  
OF CUMBERLAND COUNTY

351 Wagoner Drive, Suite 200  
Fayetteville, NC 28303  
P 910-867-9700 / F 910-867-7772  
ccpfc.org

FAX COVER LETTER

Date: \_\_\_\_\_  
To: \_\_\_\_\_  
From: \_\_\_\_\_ Fax: \_\_\_\_\_  
Subject: \_\_\_\_\_  
Pages: \_\_\_\_\_

If this fax is not received in its entirety, please call (910)867-9700 as soon as possible.

PFC is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.

**Be the Driving Force.**

## Pocket Folders

### Size

20" x 17"

### Logo

Driving force campaign graphics, including tagline in Fira Sans Semi-bold.

Cover: Global Baby

Inside left panel: Mission and Vision statements. Inside right panel: Our Theory of Change graphic.

Back: Einstein Boy

### Address, phone number, fax number, and website

11/13 pt. Gotham Book, sentence case, centered under logo on back of folder, sensible breaks. Printed on two lines, in 80% black.

### Funding Statement

9/11 pt. Gotham Book Italic, sentence case, centered under Smart Start and NC Pre-K logos, sensible breaks. Printed on two lines in 80% black.

### Fold

Folded in half, horizontally AND pockets folded up 4" inside each cover

### Paper

White glossy cardstock



## Camera Ready Files

Camera ready files of all organizational stationery are available from the Community Engagement and Resources Development Department.

## **Job Ad Informational Paragraph**

Classified ads placed in publications and online for jobs must include the following informational paragraph. The paragraph should be accompanied by the organizational logo.

PFC is the nonprofit organization charged with implementing North Carolina's Smart Start and the NC Public Pre-Kindergarten school readiness programs for children from birth to age five. We are a supportive, non-profit organization our customers can count on to give them what they need to help children succeed. This exciting, fast paced organization is looking for the right individual to fill the position of:

## **RFP Informational Paragraph**

Classified ads placed in publications and online for Requests for Proposals (RFPs) must include the following informational paragraph. The paragraph should be accompanied by the organizational logo.

PFC is the nonprofit organization charged with implementing North Carolina's Smart Start and the NC Public Pre-Kindergarten school readiness programs for children from birth to age five. We are a supportive, non-profit organization our customers can count on to give them what they need to help children succeed. This exciting, fast paced organization is currently seeking Requests for Proposals for:



THE  
SOIRÉE



SAVE THE  
DATE!

\SWÄ-RÅ\

An elegant party  
held in the evening  
to benefit the  
Partnership  
for Children

**March 11, 2017**  
**5:30 – 10 p.m.**  
**Crown Arena**

**Studio 25**  
featuring  
**Live Aerial Acrobatic Entertainment**  
**Multiple Food Stations with Delicacies**  
**from Award-Winning Chefs**  
**Live Benefit Auction**  
**And Much More!**



351 Wagoner Drive  
Suite 200  
Fayetteville, NC 28303

THANK YOU  
to  
**THE SOIRÉE**  
Presenting  
Sponsors



*Partnership for Children of Cumberland County builds partnerships with families and the community to create a comprehensive system of early care and education for children. In doing so, our community leads the way in building a brighter future for all of North Carolina.*