

UNITED WAY OF WYANDOTTE COUNTY – MARKETING/EVENTS PROJECT

Questions of Clarification (as of 6.3.2019)

1) Please confirm that the proposal does not need to include any printing costs – *UWWC is responsible for hard printing costs.*

2) How many pages is current campaign booklet? *Current booklet is 12 pages. Prior booklets have been as many as 16 pages. Objective: information to train campaign teams put into a concise and easy to read design/format. Not dependent on set amount of pages.*

3) Do all three events (kick off, annual meeting and celebration) need all 8 elements developed with the exception of the save the date exclusion of the kickoff event –

- *Invitations to be unique for each event, keeping the overall campaign theme in mind for each. Coordinate look of other elements with the event invitation. (social media headers, mobile cause elements, website headers)*
- *Formats for both digital and print*

*Power Point Template –*

- *Unique lead page for campaign, and for each of the 3 events*
- *Subsequent slide template to be used for remaining PP (design i.e. appearance for background of slide, is there a small header included, etc.)*

4) Does the event invitation include addressing and mailing – *UWWC will address and mail all invitations*

5) How many pages in the Annual Report for the Annual Meeting –

- *Current Annual Report has 16 pages in the Annual Report*
- *Current Annual Meeting Program is a tri-fold with condensed information taken from the Annual Report plus timeline of meeting.*
- *Program design does not need to remain the same, but we will include the same condensed information for the program.*
- *Formats for both digital and print*

6) Is the deliverable in section III a vehicle that can house all the other collateral or is it a separate piece that tell the story of the UWWC in more of a brochure or storybook. – *This would be a bigger piece than just our brochure. Looking for a new stand-alone piece to provide information detailing UWWC, our 5 individual programs and volunteer center.*

*Goal: to have a portfolio with all-inclusive content pieces that can be used for campaign groups such as CEO calls, corporate donor calls, and information tables.*

- 7) Caring Club Card Mailing Template: *The actual Caring Club card is handled through another UW. The templates are for an updated note card and envelope for mailing. Standard note card size. Currently a one-fold note card.*
- 8) Specialty Event – Volunteer Recognition- Program Cover: *Electronic invites are sent through our database. Format attachments must be a .jpg or .png. Also provide materials in PDF.*
- 9) Social Media headers: *Twitter, Instagram, Facebook*
- 10) Current brochure size: *8.5" x 14" tri-fold, two-sided*
- 11) Current Postcard size: *4.25" x 5.5"*
- 12) Is there still photography available? *Some still photography is available; still photography available from UW Worldwide marketing toolkit as well*
- 13) Campaign materials can be accessed on UWWC website