

MARKETING SUPPORT

GENERAL

1. Marketing personnel at the Branch, Council and National levels provide marketing support to the Brigade membership by assisting in marketing, promotion, public relations, and internal and external communications.

PROMOTION

2. Brigade-specific promotional materials are developed by all levels of the organization, based on standards in the *Corporate Graphic Standards Manual*. It is the responsibility of personnel receiving bulk materials to distribute them to Brigade units for their use.
3. Promotional materials include brochures, flyers, posters and videos. Brigade specific public service announcements (PSAs) may also be produced. Where possible, promotional materials produced at the national level will be based on limited consultation with the field.
4. If the local level chooses to produce additional promotional materials, they must follow the standards in the *Corporate Graphic Standards Manual*, ensuring that permission is granted for use of the corporate logo. This is done by submitting a Permission to Reprint form (see *Corporate Graphic Standards Manual*) to the Provincial/Territorial Council Marketing Department.
5. Details of the *Corporate Graphic Standards Manual* are available through Councils and Branches.

INTERNAL COMMUNICATION

- 6.. *St. John Canada Today* is published for the entire volunteer and staff membership of St. John Ambulance in Canada. The purpose of this magazine is to applaud the achievements of St. John Ambulance members in Canada and to inform readers about the national and international activities of the organization. *St. John Canada Today* has been an important conduit through which members of the Brigade are advised of the activities of other Brigade units and members across Canada.
7. The submission of articles and items for publication in *St. John Canada Today* by units and individual members of the Brigade is encouraged, within the following parameters:
 - a. articles should be timely and of general interest with wide appeal to the readers of *St. John Canada Today* (ie. volunteer recognition, special events, life-saving stories)

- b. all articles or suggestions must be sent to:

The Editor
St. John Canada Today
St. John Ambulance National Headquarters
312 Laurier Avenue East
Ottawa, Ontario
K1N 6P6
Fax: (613) 236-2425
email: jfenn@nhq.sja.ca

- c. copy must be legible (preferably typewritten) and must be accompanied by the author's name and daytime telephone
- d. photographs are welcome. Black and white are best for reproduction, good quality colour photos with high levels of contrast are acceptable. Photographs must be accompanied by an accurate listing of persons in the photo (from left to right). Specify if the photos are to be returned, and if so tape the name and return address on the back of the photo
- e. deadlines for the next issue are published in each edition of *St. John Canada Today*
- f. the publisher reserves the right to edit for the purpose of length, general interest and good taste.
8. *St. John Canada Today*, is printed a minimum of twice annually, and is mailed to every active member of St. John Ambulance in Canada. If active members in any unit are not receiving the magazine, or if members change their permanent address, the Provincial/Territorial Headquarters is responsible for notifying National Headquarters, c/o Department of Volunteer Support.
9. Newsletters are produced by some Branches and Councils for distribution within their geographical jurisdiction. Copies of local newsletters should be provided to National Headquarters, c/o The Editor, *St. John Canada Today*.

CORRESPONDENCE

10. The *Corporate Graphic Standards Manual* provides detailed guidance for production of correspondence for external communication.

PUBLIC RELATIONS FOR BRIGADE MEMBERS

11. The Brigade's success in public relations is directly linked to the overall success of the Brigade, and is essential to attract and maintain public support and funds. Brigade members are the most visible members of St. John Ambulance, and have a responsibility to enhance the image of St. John Ambulance in Canada.
12. Positive public relations and good impressions are made through friendly, prompt and efficient performance of duties; a display of honesty, integrity, credibility and enthusiasm; and impeccable personal appearance. Each member of the Brigade is part of a team, and should extend their rules of courtesy and consideration in dealing with the public to relationships with fellow Brigade members.
13. Identify one person in each unit to be responsible for dealing with the media, to ensure a consistent message is given. Ensure this person is up-to-date about statistics and ongoing projects. Where Branches exist, this person should work with the Branch to ensure a consistent message.