



COMMUNITY FOUNDATIONS
OF CANADA FONDATIONS
COMMUNAUTAIRES
DU CANADA

Update on CFC's National Branding Process

What are the goal's of CFC's national branding process?

- Provide the movement, as a collective, with a compelling new vision that defines our added value in today's crowded and competitive marketplace
- Position community foundations as leaders on community issues and community philanthropy
- Establish the community foundation movement as a national force in our country, thereby raising its national and local profile
- Grow philanthropy in Canada and attract new resources to the community foundation movement and CFC

When will the new brand be launched?

CFC will unveil the new brand at the 2008 national conference in Montreal.

Before the conference, CFC will launch its new logo, a redesigned website, and a new online community to share information and resources on marketing and communications.

What tools will be available to my foundation after the launch of the brand?

The branding process has already created a research report containing current statistics regarding how community foundations are perceived by donors, advisors and other stakeholders.

Other deliverables include:

- a new logo that not only represents CFC, but also acts as symbol of Canada's community foundation movement
- guidelines for how members can use the new logo to signify their membership in a nation-wide movement
- options for members who want to adopt a similar look

- a new tagline that embodies the national community foundation brand and can be adopted by any CFC member
- new positioning and messaging for the community foundation movement
- a new CFC website that focuses on serving members and the public better and acts as a voice for the movement and its stories
- a brochure outlining the movement's vision for communities, positioning community foundations as local and national leaders
- multimedia vignettes that communicate the brand through CF stories
- a branding workshop at the conference and presentation at the CFC AGM

What happens after the conference?

Implementing a new brand is a long-term process. After the conference CFC will develop a national communications strategy for 2009, including new opportunities to build profile for foundations across the country.

Who is involved in the process?

Manifest Communications has been working with CFC, with the input of CFC's branding advisory committee:

- Kerry Longpré, CFC Branding Consultant, Director of Communications. The Calgary Foundation
- Gaston Bouchard, Director of Donor Services and Gift Planning. Foundation of Greater Montreal
- Alex Brown, Chair, Board of Directors. Kitchener and Waterloo Community Foundation
- Carmella Butland, Executive Director. Community Foundation of Newfoundland and Labrador
- Catherine Clement, Vice President, Communications. Vancouver Foundation
- Tena Lane, Chair, Board of Directors, The Winkler Community Foundation Inc.
- LuAnn Lovlin, Director of Communications. The Winnipeg Foundation
- Anne Miskey, Director Community Initiatives. The Community Foundation of Oakville
- Bibi Patel, Vice President. Community Foundation of Ottawa

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