

# Brand Standards Logo Usage

A symbol or icon creates the link between a consumer and an organization's services or products. The symbol grows to represent a consumer's association with the services or products and their benefits.

## The Arc of the Triangle

Proper Usage: The proper way to refer to the association as a whole is "The Arc of the Triangle" or simply "The Arc".

**INCORRECT:** "Arc", "ARC"

The Arc of the United States

Proper Usage: The proper way to refer to the association as a whole is "The Arc of the United States" or "The Arc of the U.S." or simply "The Arc."

**Avoid saying or writing "Arc national" or "The national Arc."**

- In identifying materials, chapters should include The Arc of the United States logo along with "An affiliated chapter of The Arc of the United States."
- Affiliated chapters are required to use the proper logo of The Arc of the United States in their identifying materials.
- For electronic versions of the logo of The Arc of the United States – or if you have any questions about proper references to The Arc and use of its logo – visit [www.thearc.org](http://www.thearc.org)

The Arc of North Carolina

• Proper Usage: The proper way to refer to chapters as a whole is "chapters of The Arc." It's also okay to refer to "The Arc's chapters" in the possessive.

**Avoid:** using "The Arc" or "Arc" as descriptors. **INCORRECT:** "Arc chapters."

## Use logo exactly as shown with no alterations:



## COLORS:

**ORANGE:** Pantone 158C

**YELLOW:** Pantone 116C

**PURPLE:** Pantone 2593C

## FONTS:

Poppins Light

Poppins Regular

**Poppins Semi Bold**

**Poppins Bold**

**Poppins Black**

## ACCENT FONT:

***Georgia Bold Italic***

Arial (System Font) can be used as a substitute if Poppins is unavailable



## How to ask someone you know to support The Arc:

### MEET THEM WHERE THEY ARE:

**Literally meet them where they are (or at least where they're most comfortable).** That could mean heading to someone's office, church, or their living room.

**Metaphorically meet them where they are.** If a prospect expresses interest in giving a certain amount, don't pressure them into giving more. Understand that they are most knowledgeable about their finances and how to allocate them.

**It's also important to remember to make the donation pitch about **them**.** While you definitely talk about your organization, remember that the goal is to get them excited and engaged. *Highlight what they can do to help further your cause.*

### PRACTICE YOUR PITCH:

The last thing you want is to go into a meeting with a prospect and forget every point you were going to say. To help alleviate this fear, practice your pitch regularly!

While you don't have to memorize a speech or carry note cards in your back pocket, you should review your pitch several times before making your official ask.

Practice in front of a mirror or with colleagues to make notes of your body language and any nervous gestures.

When practicing in front of others, ask them to help you prepare for any kind of answer you might receive from your prospect. While you can hope for a resounding "Yes!" from a prospect when you ask them for a donation, you have to be ready for a range of responses.

### BE GENUINE, DIRECT, AND SPECIFIC:

This is another point that should be standard practice whenever you ask for a donation, but it's so important that it bears mentioning here.

**Being genuine, direct, and specific not only shows that you are interested in a prospect or donor contributing to your cause, but it also demonstrates that you are invested in the cause as well.**

*People won't want to give to an organization that you give half-hearted attention to.*

Additionally, once you actually ask for a donation, don't be vague. State a specific amount that you can back up with information gathered during your research stage. Directly ask for an amount, **but remember to be flexible and let the prospect talk.** Keeping the dialogue open will help ensure that you receive the donation you're asking for.

Finally, let the prospect specifically know what the money would or could go toward. While this should have come up in previous conversations, it's wise to let them know how you generally plan on allocating the money.

**Examples:**

Jerry, I want to talk to you about The Arc of the Triangle. I have been volunteering with The Arc for a little over a year, serving on the board of directors. Our mission is to support and serve children and adults with disabilities. Which of course is near and dear to my heart:

1. I know you've met/heard me talk about my child/brother/cousin\*  
-----.
2. As you know my work has introduced me to a lot of kids/adults with disabilities.
3. It's so important to me to give support to a population that has so many more obstacles than say you or me or our kids.

Children/Adults like \_\_\_\_\_\* need extra support at home and in the community which is why we are hosting Casino Royale in February. We would love for \_\_\_\_\_ (business name) to come on board as a sponsor. The \_\_\_\_\_ (pick a level based on what you know about the size of their business- don't go too low! Higher is better) level would be a great fit and comes with some cool benefits as well as tickets to the event. (Have the sponsor packet printed and ready to go. Answer questions about the event. TALK IT UP!)

The Arc really needs more partners like you if we are going to continue to support kids and adults with disabilities with our community programs.

**Possible specific talking points about that we do:**

In December we host **Party & Pics with Santa**- a holiday party for kids with special needs and their families. Party& Pics is special because we understand not all kids can deal with the mall- people herders are not exactly wheelchair friendly. The noise and crowds can be too much for a child with sensory issues. So as an alternative we offer a free event where kids can go see Santa with their family in a private room, get a picture by a professional photographer and also enjoy refreshments, activities and every child (even siblings) get a small gift.

Our **Supported Retirement** program is unique to North Carolina. When you and I think of retirement we think of activities that we choose: a round of golf, gardening, a bridge club, a day at the local senior center. For seniors with disabilities often their day is spent at home in front of the TV. Supported Retirement gets seniors out in the community exercising, socializing, keeping active. Doing activities of their choice- some in groups and some one-on-one.

**Petals with a Purpose** is truly one of a kind- Petals is a great program for adults with disabilities and folks from the community that then gives back to the community! Participants makes beautiful flower arrangements in vases made from recycled materials and with flowers donated by Whole Foods. These creations are then donated to places like St. Joseph's Food Pantry, Hospice, senior centers and more.

### **BE PREPARED FOR REJECTIONS**

While you may think that supporting your nonprofit's cause is the most important thing in the world, you have to accept that not everyone will think this way.

In fact, you have to be prepared for people to say no, maybe, or anything in between. That is where you need to be ready with alternatives:

1. Would they like to attend as a guest instead?
2. Do they have auction items they might donate?
3. Would they be interested in volunteering with The Arc?

### **SAY THANK YOU – MORE THAN ONCE!**

1. Verbal follow up after they say yes
2. Personal note/email after the donation/sponsorship is received from you
3. Followed by an official tax letter from The Arc after the event

## Facebook, Twitter, LinkedIn, and Instagram

#arcofthetriangle #seetheperson



### Why use social media?

To grow The Arc of the Triangle's community (both local and virtually): individuals connect their circle with The Arc's circle. Which in turn will grow awareness of our mission and fundraising opportunities.

**People give to people they know.**

### What and How The Arc posts:

**It is important to give as much as you ask.** So we make sure we post not only fundraising opportunities and our own events and services- but also community events, interesting articles on I/DD and our community; links to other resources that might be helpful. Even something as simple as recognizing a national holiday or special day of the year.

**Photos** are a significant and easy way to connect with people. Whether it is a snapshot on Instagram of The Arc at a community event, or a photo album on facebook from a large event like our Annual Meeting.

**Tagging** is crucial to success- tag a person, another agency, community partner

**Hashtags** can spread the message even further than just our circle.

#seetheperson #betonagoodcause #DisabilityAwareness #DDAware

### How you can help The Arc's success with social media:

**For starters, which social media outlets are you already using?**

#### 1. On **Facebook**:

- a) "Like" **The Arc of the Triangle's** Page
- b) "Like" the latest Facebook content regularly
- c) "Share" latest content with your "friends"
- d) Tag photos of yourself or your friends and Comment
- e) If you attend an Arc event, post a picture and make sure you tag The Arc as well as the Event and or location (start typing @The Arc of the Triangle and if you like the page it should pop up as a suggestion)



#### 2. On **Twitter**:

- a) "Follow" The Arc of the Triangle **@ArcofTriangle**
- b) "Favorite" @ArcofTriangle Tweets

- c) "Retweet" The Arc's Tweets (add your own short comment to personalize it)



3. On **LinkedIn**, search **The Arc of the Triangle** and "follow", as well as share posts
  - a) Add The Arc of the Triangle, Inc. to your profile as volunteer/work.
4. On **Instagram**, follow **arctrangle**
  - a) "Like" The Arc's posts
  - b) If you attend an Arc event, and post a picture, and make sure you tag @arctrangle
  - c) Use our hashtags too!
5. Watch for **emails (Constant Contact)** from The Arc of the Triangle. Forward when appropriate to your circles.
6. Send to the office the name's any colleagues, friends, family [addresses/email addresses] that you would like to receive Arc information (services, fundraising, etc.)