



## TASKS FOR TRANSITIONING A COUNTRY OFFICE ARCHIS: COMMUNICATIONS AND BRANDING

- ❖ **Adapt GOM 14 – Communications**
- ❖ **Write SOPs, including roles and responsibilities.**

### Office Transition

- Design new signage (doors, interior, exterior, etc.)
- Design/purchase equipment tags or stickers, if needed
- Design and order new business cards
- Introduce communications point person(s) to I-TECH HQ communications team**

### Policies and Guidance

- Devise processes and guidelines for creating materials
- Create in-house style guide

### Branding

- Select a new name**
- Design a logo to be used on communications materials, signage, and website**
- Create a new website
  - Determine the website design (e.g. look, feel, functionality)
  - Determine lead for website maintenance and content updates
  - Set up Google Analytics to track engagement
  - Build and launch the website
- Create a “template toolkit” for the organization
  - Design letterhead template
  - Create PowerPoint template
  - Design poster template for conferences
  - Create report template
- Create branded materials (i.e., pens, folders, etc.) (ONLY if funding allows)

### Marketing and PR

- Create a strategic marketing and communications plan (or at least a **rough outline**)
  - **Include organizational boilerplate**
  - **Include top three key messages**
- Determine initial marketing material needs (i.e. brochures, one-pagers, capacity statements)
- Launch social media accounts for Twitter, LinkedIn, and/or Facebook
  - Designate someone to manage the social media account(s)
  - Create social media strategy
- Develop roster of design, writing, and/or photography contractors
- Compile a list of media outlets

- Pitch key stories to media outlets (launch, milestones, awards, etc.)
- Purchase design software license (Adobe Creative Cloud recommended), depending on skill level of staff

## RESOURCES

- [Role of Branding in the Nonprofit Sector](#)
- I-TECH Writing Guide
- Manuscript Concept Sheet
- IEC Materials Policy
- I-TECH Authorship Guidelines
- Quick Guidelines: I-TECH Photos
- I-TECH Photo Release