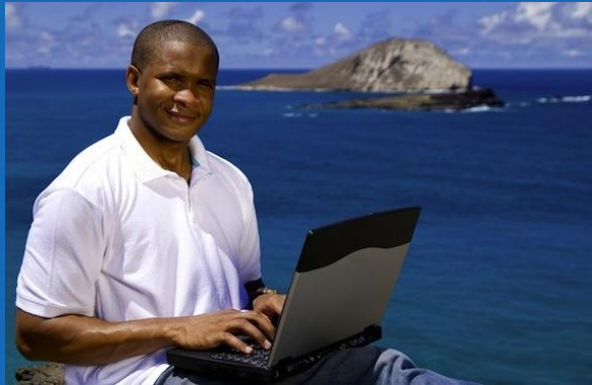




**WATER WORDS
THAT WORK**

Make a splash with your communications!



**2015 Holiday Card Communication Strategy
Prepared For Eric Eckl, WWTW
Date 11/04/2015**

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Overview

About the Organization: Water Words That Work is our client.

Water Words That Work, LLC helps nature protection and pollution control organizations professionalize and modernize their communications. Let us help you succeed with your next fundraising, issue advocacy, or pollution prevention campaign! Depending on your needs, Water Words That Work can serve as a coach, a consultant, or as full-service advertising agency.

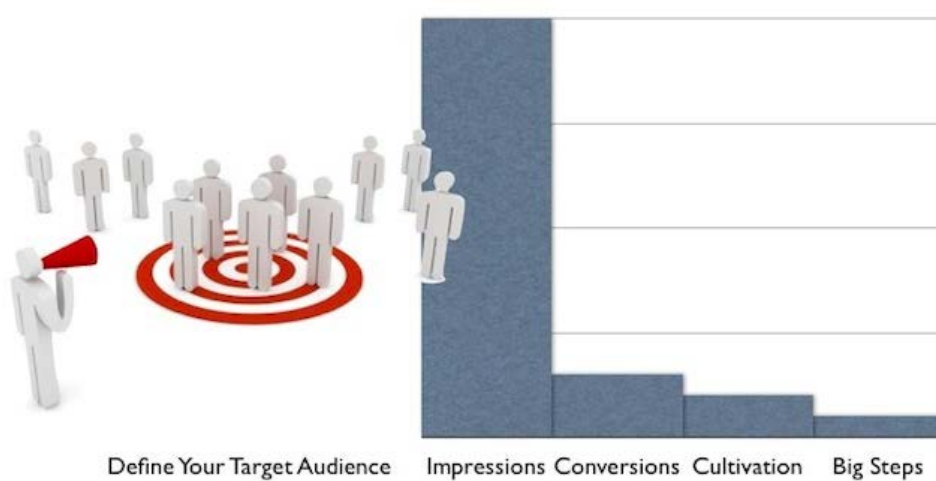
Project Summary

Water Words That Work would like to take stock and thank the amazing group of clients we have worked with and prospects who we are close to closing deals with. WWTW would like to show their appreciation in a holiday card.

Project Timing

WWTW would like to mail the holiday cards by December 14, 2015.

The Outreach Slope



Target Audience

The target audience is the clients that we have worked for this year. They work for environmental organizations. Most are government and non-governmental organizations.

In this section, we describe the types of individuals we will attempt to reach with this effort.

Audience Avatars

Name	Estimated #	Source
Conservation Nonprofits	48% representation	Current WWTW Clients
Government Staff	48% representation	Current WWTW Clients
Foundation Staff	2% representation	Current WWTW Clients
Consulting Firms	2% representation	Current WWTW Partners

Location. We will focus our efforts in this geographic area: nationwide

Map:



What is the main message?

- WWTW would like to thank their clients (past and current).

How do they make a difference for nature protection and pollution control?

- Helps organizations whose mission encompasses nature protection and pollution control create a professional, effective outreach effort in their communication endeavors.

How does the target audience benefit personally if they take this action?

- They receive a much deserved thanks!

Holiday Card Content

Image Message on Outside Cover Right

*We call upon the waters that rim the earth, horizon to horizon,
that flow in our rivers and streams, that fall upon our gardens and fields,
and we ask that they teach us and show us the way. — Chinook Blessing Litany*

Image Message on Outside Cover Left

Add Water Words That Work logo

Water Words That Work, LLC
905 W 7th Street, Suite 201
Frederick, MD 21701, 800-861-6012
waterwordsthatwork.com

Message on Inside Cover Right

As this year draws to a close, we are grateful for the opportunities we have had to work together. We wish you all the best for the year to come.

Happy Holidays from the Water Words That Work team

Message Inside Left

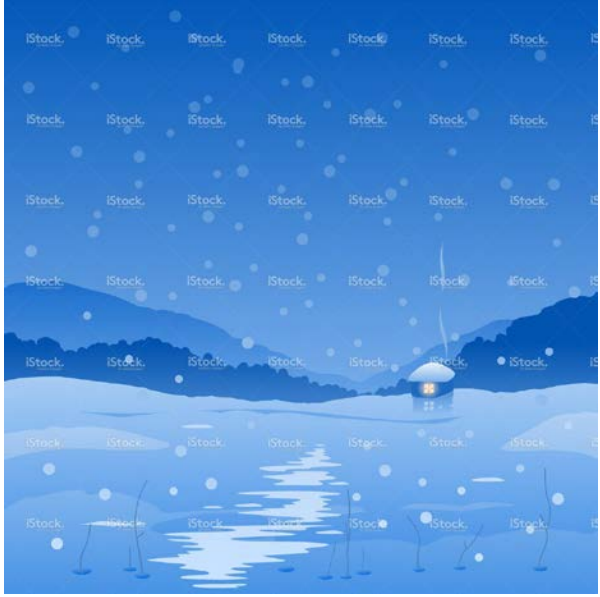

We also want you to develop signatures for all our staff and contractors. Please use different fonts to convey a different person. Below is our list of staff:

Eric Eckl	Edwin Alferez
Erika Howder	Avia Huisman
Laura Ganus	Valerie Damstra
Chandra Brown	Michael Brandt

2015 Holiday Card Communication Strategy
Water Words That Work, LLC
905 West 7th Street, Suite 201, Frederick, MD 21701
703.829.6732 waterwordsthatwork.com

Foolproof Photos

These photos give you a flavor for the types of images we are looking for.

	
<p><i>Example #1</i></p>	<p><i>Example #2</i></p>

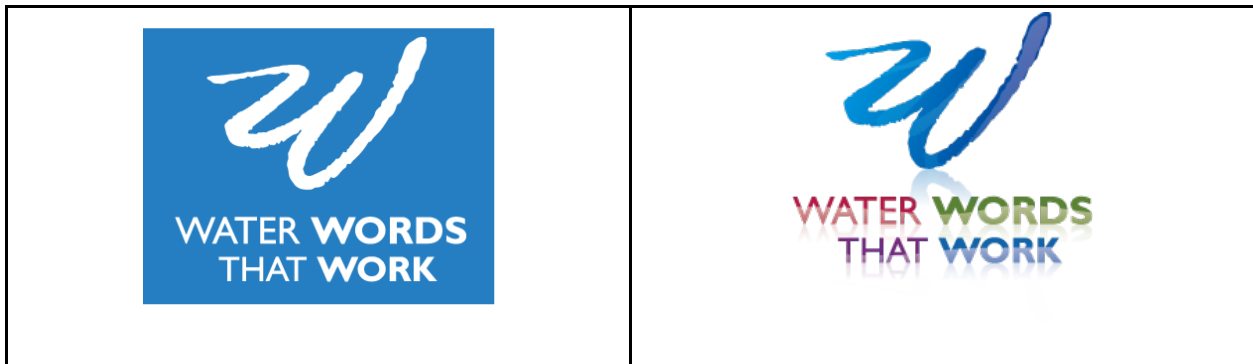
Brand Guidelines

Look & Feel Slider:

Elegant	X					Bold
Playful			X			Serious
Traditional				x		Modern
Personable				x		Professional
Feminine			X			Masculine
Colorful	X					Conservative
Economical				X		Upmarket

Logos:

- White on blue background, possibly a blue stripe
- Full color on white background
- Watermark -- if appropriate, create a watermark of the W elsewhere on the printed page



Colors:

Color Code:	Color:
##317BC2	Blue
#DDDDDD	Gray
#FFFFFF	White
#5F1D66	Purple
#A60E3B	Red
#A4AD74	Green

Typography:

- Sans Serif: Helvetica (preferred), Arial (alternate)
- Serif: Palatino (preferred), Times New Roman (alternate)

CARD DESIGN 4" x 6" Vertical Folded Card

- **Bleed:** The extra .0625" on each side of your artwork that bleeds off the edge of the piece and ensures your piece will not end up with white borders.
- **Trim:** The final size the printed piece will be.
- **Safe:** The .0625" area from the final trim size. Do not place text or important imagery beyond the safe line to avoid it getting cut off when the finished piece is trimmed to final size.

Corner Rounding, where available, can be 1/8" or 5/16". Examples are provided in the image below.

- **1/8"** is a "tighter" or "smaller" corner radius.
- **5/16"** is a "wider" or "larger" corner radius.

IMAGE

[LOGO]

Water Words That Work,
LLC
905 W 7th Street, Suite 201
Frederick, MD 21701
800-861-6012
waterwordsthatwork.com

*We call upon the waters that
rim the earth, horizon to
horizon,
that flow in our rivers and
streams, that fall upon our
gardens and fields,
and we ask that they teach
us and show us the way.
— Chinook Blessing Litany*

Signatures of the group
USE different fonts and
arrange the names
throughout the page.

Eric Eckl
Erika Howder
Laura Ganus
Chandra Brown
Edwin Alferez
Avia Huisman
Valerie Damstra
Michael Brandt

As this year draws to
a close, we are
grateful for the
opportunities we
have had to work
together.
We wish you all the
best for the year to
come.
Happy Holidays from
the Water Words
That Work team