

2000



2015



2018

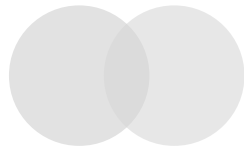


we are here

2022



2023



2000



2015



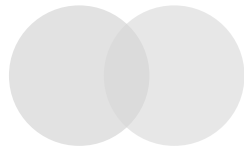
2018



2022



2023



we are here

and moving towards

here

“Moving Towards Here” Strategy & Guidelines

“Here” is still being defined, however, it will include deeper PNW and TGP integration and collaboration against a set of shared vision, mission and values across the enterprise to deepen our collective impact.

Our objectives also include increasing engagement with our services and thought leadership across the enterprise.

“Moving Towards” will include...

- **Language:** How do we talk about each other?
- **Promotion:** How do we hype each other up?
- **Collaboration:** Where do we show up together?

Consistency will be key to reinforcing our relationship and integration efforts

Assumptions:

- TGP will continue holding and growing a national presence
- PNW and TGP will continue supporting enterprise goals as outlined in our [2022 Roadmap](#)
- While operating as one enterprise, PNW and TGP will maintain distinct brands that are in relation to one another (Hybrid/House of Brands strategy)

Brand Architecture

Hybrid/House of Brands

- Each brand has its own identity but demonstrates a strong relationship with one another
- Distinct brands allow the enterprise to broaden and **define unique target audiences**
 - PNW's regional audience, in search of programming and collaboration opportunities
 - TGP's national audience, in search of 1:1 partnership
- Brands are working towards delivering a single brand promise that resonates with all target audiences



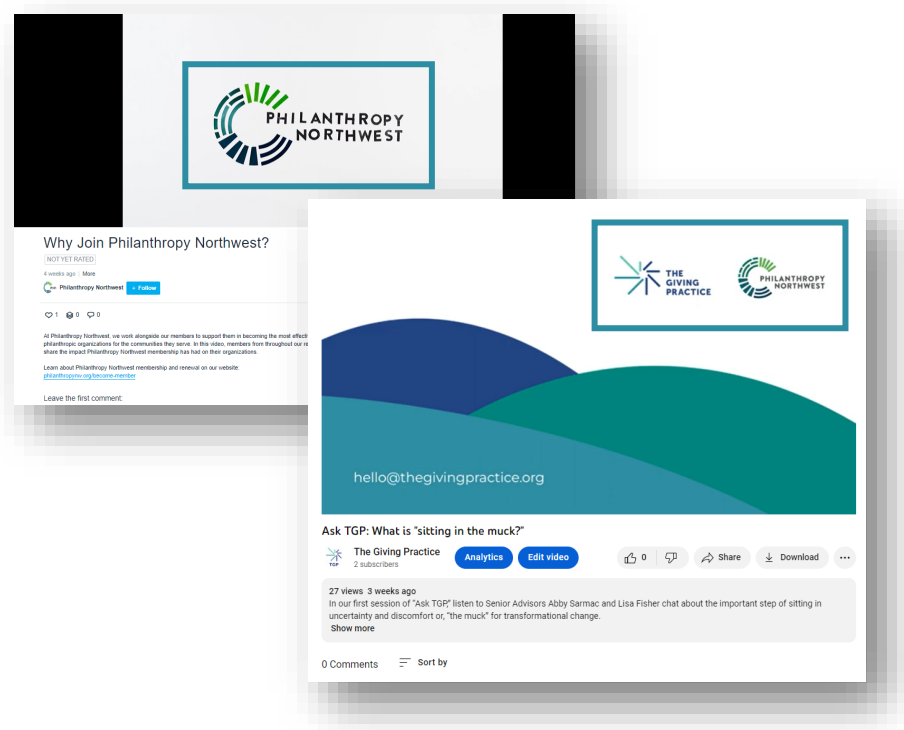
Sub-brands may signal their relationship to the parent brand while not centering the relationship.



Parent brands may promote multiple sub-brands.

Logo Guidelines

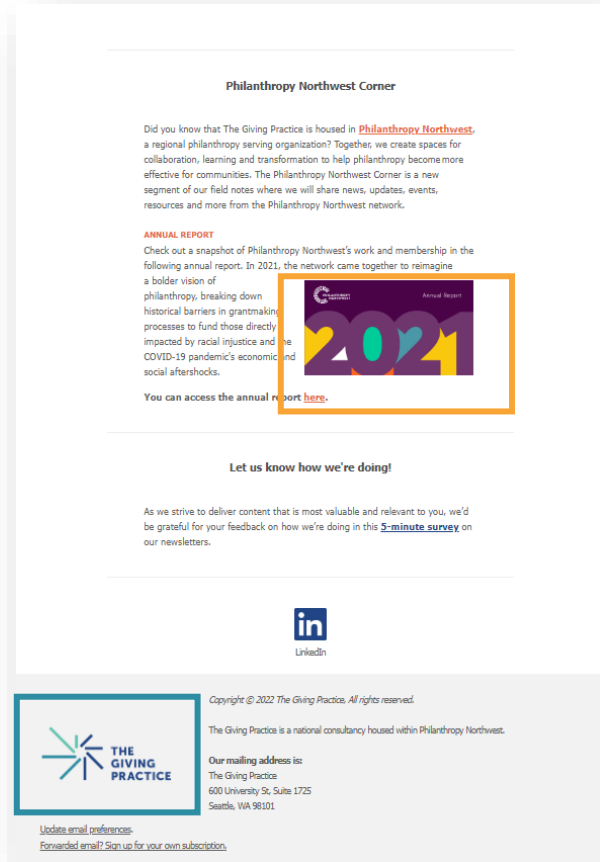
LOGO PLACEMENTS



- “Canvas” Logos

- Placed on the container or canvas of a communication
- Signals organizational ownership and associated partners (i.e. credits, "brought to you by," etc.)

LOGO PLACEMENTS



- **“Canvas” Logos**

- Placed on the container or canvas of a communication
- Signals organizational ownership and associated partners (i.e. credits, "brought to you by," etc.)

- **“Art” Logos**

- Placed or embedded in the content itself
- Signals content ownership/creator

COMMS TYPES



Enterprise

Communication regarding enterprise-wide matters including general announcements & statements.

Examples:

- Annual Report
- Strategy Announcements
- Board Announcements
- Public Statements
(i.e. [Building An Anti-Racist Future](#))
- Holiday Card



PNW

Communication regarding programs, services, opportunities and thought leadership for membership.

Examples:

- Membership Campaign
- E-News and Blog Posts



TGP

Communication regarding TGP's services, approach and thought leadership.

Examples:

- Tentpole pieces
(i.e. Reflective Practices)
- E-News and Blog Posts

Working Guidelines

For enterprise communications including both logos on the canvas may be appropriate, while primary branding will be PNW.

As the parent brand, PNW should -- generally speaking -- utilize the PNW logo alone on its **canvas** while regularly including TGP **art/content** in its communications.

As a sub-brand of PNW, TGP's should -- generally speaking -- include both TGP and PNW logos in its **canvas**, and highlight PNW **content** when appropriate..

	Examples	Branding	"Canvas" Logos	"Art" Logos
Enterprise Comms	Annual Report	PNW	PNW and TGP	TGP highlight
	Holiday Card	Joint	PNW and TGP	n/a
	Public Statements	PNW	PNW and TGP	n/a
PNW Comms	Membership Campaign	PNW	PNW	TGP highlight
	E-News (footer), Blogs	PNW	PNW	TGP highlight
TGP Comms	Tentpole Pieces (i.e. Reflective Practices)	TGP	TGP & PNW	n/a
	E-News (footer), Blogs	TGP	TGP & PNW	PNW highlight
	Deliverable Templates	TGP	TGP & PNW on last slide	n/a
Joint Thought Leadership	BCP	Joint	PNW & TGP	n/a

Example



PNW Altitude

- Branding: PNW
- Canvas Logo: PNW (footer)
- Include TGP corner



TGP Field Notes

- Branding: TGP
- Canvas Logo: TGP & PNW (footer)
- Include PNW corner



Enterprise Strategy
Announcement

- Branding: PNW
- Canvas Logo: PNW & TGP (footer)

Language Guidelines

Language Guidelines

Let's Test This

- **PNW:** The Giving Practice is our/Philanthropy Northwest's national consultancy
- **TGP with Regional Clients and Thought Leadership Opportunities (i.e. conferences):**
We are a national consultancy housed within Philanthropy Northwest
- **TGP with National Clients:** We are a mission-driven national consultancy

Rather Than This

- ...a program of Philanthropy Northwest
- ...a nonprofit consulting service of Philanthropy Northwest
- ...the philanthropic consulting practice of Philanthropy Northwest
- ...the national consulting firm of Philanthropy Northwest
- ...a national consulting arm of Philanthropy Northwest

Language Guidelines

Let's Say This

Together we...

- ... create spaces for collaboration, learning and transformation to help philanthropy become more effective for communities.
- ... invite you into a journey of growth, learning and transformation together as we work towards equitable, collaborative and effective philanthropy.
- ... are motivated by a mission to build a more effective and equitable sector.

Opportunities to promote one another

TGP Promoting PNW

- Including PNW segment in quarterly newsletter section
- Developing client reflection pieces with PNW members
- Framing TGP within PNW across major thought leadership opportunities (i.e. podcast, guides, conferences, etc.)
- WOM – keeping consultants abreast of PNW programming to share with clients who are in our network

PNW Promoting TGP

- Including TGP segment in monthly e-news alternating between highlighting thought leadership and consulting as a member benefit
- Doing quarterly social media pushes to promote TGP's LinkedIn
- Including TGP in the PNW Membership journey email

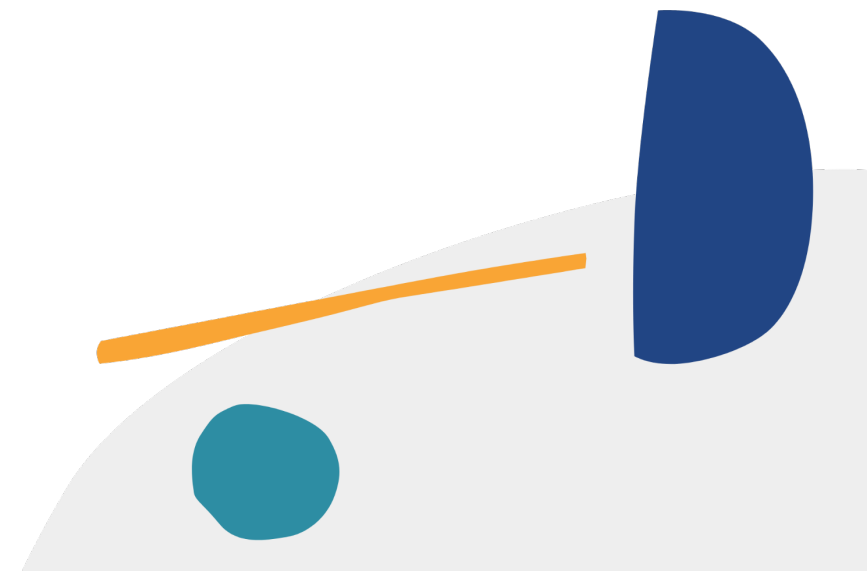
Collaboration

Opportunities for joint communications and thought leadership

- **Integrated Programming/Services and Thought Leadership Efforts**
 - i.e. BCP Convenings, GEL and Participatory Grantmaking
- Annual Report
- Holiday Card
 - "From our family to yours"
- CEO Title and Talking Points
 - "CEO of Philanthropy Northwest and The Giving Practice"
 - Jill social media presence supporting both PNW and TGP

How might we facilitate joint thought leadership?

Appendix



Key Dates

- **October 2022 Board Meeting**
 - Goals:
 - Confirm foundational intentions of TGP
 - Align on financial expectations of TGP
- **December 2022 Board Meeting**
 - Goals:
 - Align on integration strategy for TGP
 - Launch broader enterprise strategy process
- **January 2023 Enterprise Strategy Kick Off**
 - June Board Meeting
 - September Finalizing

Outstanding Questions

- What is the role of a national consultancy within a regional philanthropy serving organization?
 - What is the relationship between the national and regional work?