



PLANNING YOUR NEW LOGO LAUNCH INFO + SAMPLE STRATEGY

STEP 1—CHOOSE A DATE

To choose a date, you want to look at everything that needs to be done to update your physical and digital materials with the new brand, then add in a couple weeks of cushion time. This will give you a ballpark of when you could even be ready to launch. Then, once you've established that frame of reference, look for ways to strategically align your launch with events or initiatives that your affiliate is working on. For example, do you reveal it at a fundraising event? Is your affiliates birthday coming up? How can you leverage the intrigue of a reveal to build excitement?

STEP 2—BEGIN UPDATING ALL OF YOUR MATERIALS (BUT BE SURE TO HOLD THEM AND RELEASE THEM ALL AT ONCE)

All of your internal documents (such as templates, onboarding training, etc., as well as all of your external documents and communication (such as email signatures, signs, social media handles, etc.) need to be updated with the new logo and color palette. In order to avoid confusion, however, make sure you don't release anything with the new logo until everything is ready, and you can "turn it on" all at once.

STEP 3—PRIORITIZE WHO YOU'LL TELL FIRST

Telling your constituents that you are rebranding and why is crucial to having a successful new logo launch. Before you can tell them, however, it's important to think through who you need to tell and in what order. This ensures that an invested board member or volunteer doesn't find out from someone other than you. We recommend this ripple out, but you'll need to consider what audiences are most engaged at your affiliate and edit it to reflect that.

- 1) Staff + Board Members
- 2) Volunteers
- 3) Donors
- 4) Church Partners
- 5) Neighbors
- 6) Advocates (Social Media Followers, any miscellaneous email subscribers, etc)
- 7) Broader Community (churches in the community that aren't partners, local news networks, local businesses, social service agencies, local government)

STEP 4—DECIDE WHEN TO TELL EACH AUDIENCE + CREATE A CALENDAR TO STAY ON TRACK

Stick to your calendar. Changing your materials, website, or social media profile image to your new logo before your announcement will just confuse your audience. They may even unfollow you because of it! Make sure to stick to your well thought out release calendar so that you don't confuse people with discrepant resources. **It may feel like less work to just update and share something ahead of time**, rather than having to go back after the launch and update it, **but responding to the confusion mismatched resources will create will take much longer.**

STEP 5—START TO TEASE OUT YOUR ANNOUNCEMENT AND INVITE PEOPLE TO SAVE THE DATE

Knowing your audiences, determine how long you want to tease them with a save the date before announcing. We recommend 2-weeks; however, you could advertise it up to a month in advance. Especially if you're tying it to a special event.

STEP 6—ANNOUNCE

STEP 7—REPEAT AND REMIND

Be sure to acknowledge that we've changed our logo and look on materials that go out shortly after your launch, and keep those reminders present for at least a month or two, or people will be confused. Consider adding a pop up to your website that says: *"We've rebranded! But don't worry, while our logo may have changed, our mission 'to mobilize local churches to transform lives and communities In the Name of Christ' never will".*



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SAMPLE LAUNCH SCHEDULE

6 Months Out –

- Reveal logo to your staff and board in a confidential manner
- Work with your staff and board to determine launch dates for internal audiences (volunteers, donors, etc) and external audiences (social media followers, news outlets, etc) that best align with your overall strategic plan for the year
- Begin updating all of your materials
 - Do a full audit of every material, system, and platform that has our previous logo
 - Develop a project plan for updating or removing.
 - Determine where you'll save all of your updated materials until your launch date, so that they can all turn over within a short time period post-reveal.

1 Month Out –

- Start pre-launch teaser campaign for Internal Audiences

3 Weeks Out –

- Start pre-launch teaser campaign for External Audiences
 - This could mean posting a story or two and telling your followers to keep their eyes open for a big announcement. A few days before the launch, you could create a countdown. Finally, on the big day of the rebranding launch, host a Facebook or Instagram Live video to show them the new branding and explain why we updated our look.

2 Weeks Out –

- Reveal to Internal Audiences

1 Week Out –

- Do any final preparations on materials to prep them to turnover

Launch Day –

- Reveal to External Audiences
- Immediately following Reveal:
 - Make your updated website live,
 - Update your social media cover images and profile pictures,
 - Turn over your signage and print materials

One Week Post Launch Day

- Archive all your files and materials with the former logo, so you don't accidentally grab one in the future.
- Complete your material, signage, and systems rollover
- Begin any corresponding campaigns, such as a fundraising campaign where donors receive a branded thank you gift.



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LOVE INC NATIONAL COMMUNICATION STRATEGY

Incase it's helpful to you, the Love INC National communication strategy is attached here, as well.

Audience: Affiliates and DNA's

COMMUNICATION

- 5/26/21 EMAIL Announce to Affiliates and DNAs
- 6/30/21 EMAIL Why Now + What's Next - Resource + Training Survey
- 10/14/21 EMAIL Brand Refresh - How to use this to your advantage, PR, etc
- 11/15/21 EMAIL It's almost time - Save the Date Email for Reveal Event on Jan 18
Get Ready by securing your free Canva Pro for Nonprofits account
- 12/9/21 EMAIL Save these Dates for our Support Series

JANUARY_____

- 1/6/22 EMAIL Two Weeks - Reveal and Support Series Dates Reminder
- 1/13/22 EMAIL ONE WEEK AWAY! Reveal + Support Series Dates Reminder
- 1/17/22 EMAIL TOMORROW! Reveal and Support Series Dates Reminder
PHONE Dial My Calls Voicemail reminder
- 1/18/22 WEBINAR Reveal with Catherine, Kirk, and Lora**
- 1/19/22 EMAIL REVEAL FOLLOW UP—Link to Video, all resources, reminder about Support Series on 1/26.
**Email headers on Affiliate Emails turned over.*
- 1/20/22 ARC Graphics turned over
- 1/26/22 WEBINAR Support Series—Brand Guide Walk Through**

FEBRUARY_____

- 2/3/22 EMAIL Support Series Next Wednesday
- 2/9/22 WEBINAR Support Series—Resource Ctr Walk Through**
- 2/21/22 EMAIL Support Series This Wednesday
- 2/23/22 WEBINAR Support Series—Canva Walk Through/Lesson**
- 3/9/22 WEBINAR Support Series—Website Redo with Well Design**



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Audience: National Donors

COMMUNICATION

DATE	Theme	Item	Call To Action
Jan 11, 2022	New Logo Launch	· Email: New Logo Teaser + Save the Date for Announcement	
Feb 1, 2022	New Logo Launch	· Email Reveal Video · Postcard in Mail	Note that we'll be turning things over and announcing to the public on 2.7
Feb 1, 2022	All Donor Materials Turned Over	· New Logo On Donor Emails and letterhead from Now On · Include Transitional Language for 2 months	
Feb 7, 2022	LOVEINC.ORG	All Public-Facing Materials Turned Over	
Feb 9, 2022		Mail Valentine's Card	
Feb 14, 2022	New Logo Launch	Love + Be Loved In Return Campaign	Donate + Get new logo SWAG
Feb 28, 2022	New Logo Launch	End of Love + Be Loved In Return Campaign Today	Donate + Get new logo SWAG



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Audience: General Public

COMMUNICATION

1/25/22	FB, TW, INSTA	New Look Teaser + Save the Date Create FB Event
1/31/22	FB, TW, INSTA	One Week From Today! Video
2/2/22	FB, TW, INSTA	Teaser/Sneak Peek Post
2/4/22	FB, TW, INSTA	Teaser/Sneak Peek Post
2/7/22	FB, TW, INSTA LOVEINC.ORG	Facebook Live - Announcement National Launch of New Branding on our Materials
2/8/22	YOUTUBE	Announcement Video
2/9/22	FB, TW, INSTA	Same Mission/New Inspiring Look
2/11/22	FB, TW, INSTA	Why A New Logo
	NEWS MEDIA	Press Releases sent to - <ul style="list-style-type: none">• TCN• Chalmers• Christian Business Network• OUTREACH MAGAZINE
	PAID Advertising?	<ul style="list-style-type: none">• Outreach Magazine• Relevant Magazine
2/14/22- 2/28/22	FB, TW, INSTA	Love + Be Loved In Return Campaign—Donate + get branded gift
3/7/22	FB, TW, INSTA	Reminder of announcement video and why a new logo
		Think through ongoing reminder communication