

PARA TI GLOBAL

GENERAL POLICY ORDERED BY BOARD OF DIRECTORS MARKETING AND COMMUNICATIONS POLICY

Introduction and Purpose

Para Ti Global is a nonprofit organization committed to aiding youth pursue their education. To achieve this mission, we need to effectively communicate our message and engage with our stakeholders: donors, volunteers, etc. This marketing and communications policy outlines the guidelines and principles that will govern our marketing and communication efforts.

Policy

Branding

1. Our brand is our most valuable asset. It represents who we are, what we stand for, and what we do. We will ensure that our branding is consistent across all communication channels and materials, including our website, social media pages, emails, and printed materials.
 - a. Our colors are green and white/tan.
2. Our logo, colors, and fonts are an integral part of our branding. We will use them consistently in all our communication materials. They may be altered in color.
 - a. Our logo is any “PTG” logo like these below including but not limited to:



3. We will avoid using any images, language, or design elements that may be offensive or discriminatory.

Communication Channels

1. We will use multiple communication channels to reach our target audience, including social media, email, website, and print materials.
2. We will tailor our messages to each communication channel to ensure they are appropriate and effective.
3. We will regularly review our communication channels and adjust our strategy to ensure we are reaching our target audience.

Social Media

1. We will use social media to share our message, engage with our audience, and raise awareness about our cause.
2. We will use a variety of social media platforms to reach different segments of our audience.
3. We will regularly monitor our social media accounts, respond to comments and messages, and engage with our followers.
4. We will establish a separate social media policy.

Email Marketing

1. We will use email marketing to communicate with our supporters, share updates, and solicit donations.
2. We will ensure that our email content is relevant, engaging, and personalized.
3. We will regularly review our email list and remove any inactive or invalid subscribers.

Website

1. Our website is our primary communication channel, and we will ensure that it is up to date, user-friendly, and visually appealing.
2. We will regularly review and update our website content to ensure it reflects our mission, values, and activities.
3. We will ensure that our website is accessible to all users, including those with disabilities.



Data Protection

1. We will ensure that all personal data we collect from our supporters is protected and used only for the intended purposes.
2. We will comply with all relevant data protection laws and regulations.
3. We will regularly review and update our data protection policies to ensure they are up to date and effective.

Conclusion

This marketing and communications policy outlines our commitment to effectively communicate our message, engage with our stakeholders, and raise awareness about our cause. We will regularly review and update this policy to ensure it reflects our evolving needs and priorities.

This policy was adopted by unanimous vote of the Para Ti Global board of directors.

Witness our corporate seal this 8th day of April, 2023.

