



Strategic DM Implementation Plan
Habitat for Humanity
14 May 2013

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yeomans
marketing and fundraising specialists

yeomansmarketing.co.uk



Yeomans profile

We are marketing and fundraising specialists, providing innovative, tailored services to help you achieve your goals of raising awareness and income.

Yeomans is an eclectic band of creative thinkers, strategic marketers, fundraising specialists, designers, innovators and project managers who care passionately about making a difference to you, your organisation and, most importantly, to those you seek to serve.

We're highly experienced at connecting charities with supporters and bring fresh, exciting and vibrant support to your work.

We have a passion to help you fulfil your vision.

Our purpose

We help create long-term value for charities and their beneficiaries. Our purpose is to bring supporters closer to you and motivate them to increase their level of involvement and giving.

We believe that successful working partnerships are based on long-term relationships. By taking the time to understand you, the way you work, your vision and your goals, we know we'll serve you better.

We add value to your work through relationship, experience, expertise and intelligence. These form part of everything we do and we've been seeing the results for years.



Our motivation

Yeomans is a commercial organisation, but the motivation of each member of the team is at the heart of our success. We love being involved in helping charities to help people both here in the UK and around the world. The benefits for us don't end there – every day we're working on projects with charities that are making a real difference to people in need.

Benefits of working with us

We help charities to:

- Generate income
- Raise awareness
- Increase support
- Communicate clearly
- Deepen connections

And be effective stewards of the resources available to them.

Interested? Then why not share your vision with us – perhaps we could help suggest new routes for your marketing and fundraising initiatives; or you may just need additional creative intelligence and inspiration to enhance what you're already doing.

If you want help to achieve your vision and goals – then let's chat.

Yeomans background and experience

- Nine years supporting charities' direct fundraising programmes.
- Full-service solution from strategic planning through creative and design to cross-media delivery.
- Specialist understanding of Christian charities and Christian donors.
- We deliver a results-focused approach towards our work. Strategic programme development and recommendations is based around projections for response, ROI and LTV contribution.
- A working relationship with Habitat for Humanity since 2006, supplying creative, production and mailing services. Two of the directors visited the Desmond Tutu 'Building on Faith Week' project in Cape Town.

Our clients and work

Acquisition campaigns for:

Bible Society, Embrace the Middle East, delivering response and ROI above industry expectations.

Strategic fundraising support for:

Scripture Union, Wycliffe Bible Translators, Christian Worldwide Resources, Off the Fence and Wales Evangelical School of Theology. Our additional fundraising work encompasses appeals, giving catalogues and legacy work.

Clients include:

Samaritan's Purse, Livability, Stewardship, The Methodist Church, Food for the Hungry and many more.

Our intelligence

We are able to draw on current information and trends within the UK charity sector and direct marketing from our memberships of the Institute of Fundraising and the DMA.

Additional sector intelligence is drawn from reports such as these:

- Fundratios 2011
- UK Giving Trends 2012
- 2012 Charitable Giving Report
- Email Marketing Benchmark Report 2012
- Consumer Channel Preference Study 2010
- 2012 State of the Nonprofit Industry
- Donor Perspectives: An investigation into What Drives Your Donors to Give
- More Giving for More Good 2012
- Blackbaud Online Giving Report 2012
- 2011 donorCentrics Internet and Multichannel Giving Benchmark Report

Specific knowledge

We also offer our specific knowledge of campaign results (including acquisition) in the current climate.

This includes likely response rates and feasible ROI.

Consultancy support & project delivery

We are able to provide face to face support from our two leading consultants, Phil Broad and Andy Heald, both of whom provide consultancy support to existing clients.

1. **Discovery:**

- a. Review client's fundraising plans and supplied background information.
- b. Client audit – to discover information about Habitat for Humanity's current fundraising situation internal donor information and resources. e.g.
 - i. Donor profile
 - ii. LTV
 - iii. Donor Journey / Relationship Management Programme.

2. **Analysis:**

- a. In light of Stage 1's findings, present questions and challenges to the supplied objectives.
- b. Identify and highlight any information gaps.
- c. Ratify objectives.
- d. Review alternatives and options for income.

3. **Plan Preparation.** Plan writing.

4. **Recommendations.**

Supply implementation plan and documentation.

Outcomes

A document of the Strategic Implementation Plan for Habitat for Humanity's income growth through DM will be supplied and presented as required.

The plan will include:

- Ratified SMART objectives
- Rationale
- Projected Income through the DM portfolio.
- Strategy / channel delivery
- Resources required.
- Contingency
- Monitoring, testing and evaluation plan.
- Tactical execution plan / overview.
- Costs projections and ROI.
- Timeline for delivery.
- Agency brief for tactical plan.

More than the paper

We understand the importance of the client/agency relationship – fundraising best practice, behavioural science, the wisdom of experience, practical knowledge and quality of delivery MUST go hand-in- hand with a personable working relationship. This adds value by getting the best from the people involved, on both sides of the fence.

We like to build long-term relationships with our clients, as each organisation and relationship is unique, it's the only way to truly learn and grow.

Costs

For all consultancy services and information supplied to complete this project within the proposed timeframe: indicative costs range: £15,000 – £18,000.

Project schedule

Proposal submitted:	15 May 2013
Agency appointed:	17 May 2013
Discovery stage:	w/c 20 May 2013
Reviewing client materials	
Meeting with client to approve project and working plan	
Analysis stage:	30 May 2013
Plan preparation	30 May 2013
Initial presentation to board	6 June 2013
Delivery of plan	30 June 2013

Supporting information

References can be supplied upon request.



Our services and products

We provide a range of services and products to get results for charities. All are purposed to raise awareness and income through effective engagement and communication. Each charity's marketing and fundraising need is unique, so our services and products mix will be created specifically for you.

We're constantly innovating and embracing new ways to connect charities with their target supporters. For some, we're creating and delivering fully integrated cross-media campaigns, for others it's simply some supporting collateral to enhance what's already being done.

What's important is that we've given you the best of us; delivering the right services and products for the right reasons, in the right way, for the right results. It really is the thought behind it that counts.

But enough about us, we'd like to know more about you and your needs. After all, the best way to start communicating effectively is by listening, so please get in touch.

"I have been working with Yeomans for over three years on a variety of marketing, communication and fundraising projects. I have really enjoyed working with the Yeomans team as they are professional, open, very creative and a lot of fun."

Sarah Mist

Scripture Union. Supporter Relations Team Leader

Choose from:

- Marketing
- Fundraising
- Strategy
- Planning
- Concept
- Data management and analysis
- Branding
- Graphic design
- Copywriting
- Media planning
- Cross-media
- Websites
- Video
- Social media
- Print
- Production
- Mailing

Take a look through some examples of our work to see how we've helped others.

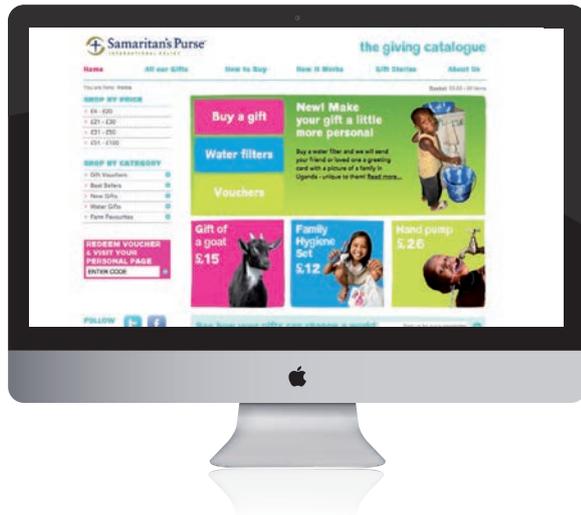
Samaritan's Purse – Giving Catalogue

Objectives: To reverse decline in income from the Samaritan's Purse giving catalogue. By reviving and re-branding both online and printed formats and delivering a promotional strategy. Additionally, data capture including supporter behaviour intelligence and acquisition.

Activity: Multi-annual fundraising programme, launched with a Christmas campaign, inviting current supporters to donate by buying a charitable gift for others. Recipients receive a personalised gift card with details of the work the gift has made possible.

Work: New design and format of printed catalogue delivered to existing supporters. Bespoke website enabling purchase of gifts, selection & personalisation of gift cards.

Innovations and key elements: Personalised and enriched experience for gift recipients. Voucher system to acquire and engage new supporters.





Samaritan's Purse
INTERNATIONAL SOCIETY

Choose from over 20 great gifts

the giving catalogue

www.givingcatalogue.org.uk

Change someone's world this Christmas

Emergency Blanket – p.6
ONLY £14

- Intelligence
- Strategy
- Creative
- Data
- Design
- Copywriting
- Website Development
- Cross-Media
- Email
- Print
- Mailing
- Fulfilment

Something to put a smile on everyone's face this Christmas

The Giving Catalogue from Samaritan's Purse is an inspiring way to become a generous and help real families in real situations of need across the world. Our donor's spend any amount, no need to get to Uganda, Aunt May doesn't need any more bath salts, why not send shoes to a boy?

When you see friends or loved ones enjoying the gifts you bought on their behalf just imagine how much bigger the celebration will be for someone overseas who receives the real thing!

Thank you for sending smiles around the world this Christmas!

“I found the gift catalogue online through doing the shoebox appeal online. My Aunt and Uncle were delighted with their gift”
Mrs Wendy Wilson

2 Order now... complete the order form on page 16

What do I do?
Getting involved is as easy as abc!

- Browse the catalogue and choose from over 80 wonderful gifts
- Select your card
- Place your order visit www.givingcatalogue.org.uk or fill in the form and email it to us with your payment.

How it works
This catalogue is full of real gifts - all of which we use to help communities and families around the world overcome poverty, illness and disaster. In buying from this catalogue you become a part of the great work.

What's more, the money you send actually covers more than just the gift - it includes everything involved in getting the gift into the hands of those who need it most. We call this the gift journey, and you can see how it works with the example of the gift of a goat.

Your gift journey

- Local church & community society sends for the goat
- Send message from local area
- Send message, acceptance and difference to local home
- Training for living on how to care for the goat
- Some of the goat kids can be passed on to other needy families

Gift index

- 4** Gifts from £7-£20
- 8** Gifts from £21-£30
- 10** Gifts from £31-£80
- 12** Gifts from £81-£100

3 Order now... www.givingcatalogue.org.uk

Livability – Legacy appeal

Objectives: To raise legacy income and pledges. To connect historic supporters with the new Livability brand.

Activity: Direct mail appeal. Segmented by Christian/non-Christian profile using variable copy.

Work: Livability’s proposition, ‘opening doors’ guided the creative approach. Recipients were inspired to leave a legacy and open doors for people with disabilities. A keyhole visual was used, in conjunction with key beneficiary stories. Pack design included a gatefolded leaflet of a door the reader opened and a fridge magnet/sticker mechanic to remind them of their contribution.

Outcomes: Response rate exceeded expectations, with increased requests for information and legacy pledges.

Intelligence
Fundraising Strategy
Creative
Data
Design
Copywriting
Print
Mailing



Wycliffe Bible Translators – Fundraising

Background: Wycliffe has been working with Yeomans for several years on their marketing and fundraising programmes.

Objectives: Summer Appeal 2012 – to raise money for Wycliffe’s work translating the Bible in Cameroon.

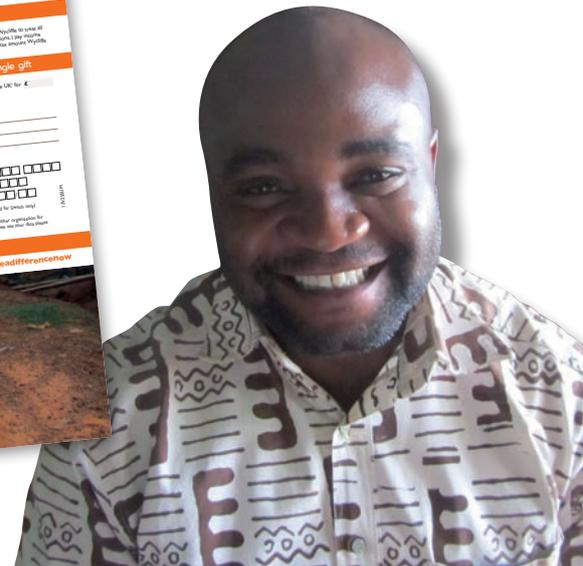
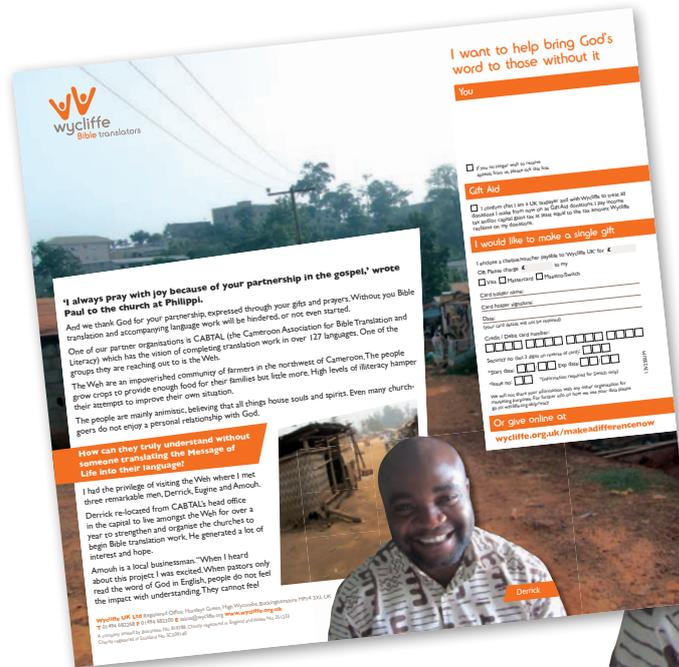
Activity: Direct mail appeal.

Work: A highly engaging and simple piece of fundraising material, that highlighted a very specific need which touched the hearts of Wycliffe’s existing supporters.

Outcomes: Fundraising appeal targets have been matched or beaten.

Consultancy: Wycliffe have appointed Yeomans to provide ongoing strategic fundraising consultancy, including research planning and concept creation.

Fundraising Strategy
Sector Intelligence
Creative Design
Copywriting
Print Mailing



Embrace the Middle East – Media Strategy

Background: BibleLands re-branded as Embrace ME in 2012, to reach new audiences and raise profile.

Objectives: To develop a media strategy that would maximise exposure and engage new contacts. To manage all print and mailings.

Work: Developed a holistic media plan that 1) Launched their new Christmas trading catalogue. 2) Promoted Embrace's famous (and now free) Bethlehem Carol Sheet to generate interest and acquire new contacts.

Activity: Adverts and inserts into mainstream Christian press including the Church Times and Christianity. PR exposure. Print management and mailing fulfilment for all printed materials.

Outcomes: Carol sheet uptake vastly exceeded expectations. An increase in donations and interest, from new supporters. Catalogue responses outperformed industry benchmarks.

Intelligence
Strategy
Media Planning
Print
Mailing



Embrace the Middle East – Donor Acquisition

Objectives: To acquire new donors.

Activity: Cold acquisition direct mail and magazine inserts.

Work: An eye-catching mail piece was developed, using beneficiary stories that would connect with new donors. 4 pack variants were tested across the selected mainstream Christian media and purchased lists.

Outcomes: Increased exposure of the new brand. New donated income and new supporters. Responses exceeded industry expectations.

Intelligence
Fundraising Strategy
Creative
List Management
Data
Design
Copywriting
Print
Mailing



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"He had compassion for them, because they were harassed and helpless" Matthew 9:36

Dear Christianity reader

Damaged goods?

"You are damaged," Sahrah's husband shouted. "My son is not perfect and you are to blame. I will never forgive you." The reason for these harsh words? ["Allah Sabah gash beeni wali, mastahil jalla."](#)
The boy's grandparents were also furious, claiming Sahrah had brought **shame** on the family. Sahrah and Adhaz have since been relegated to a miserable, ungratified and forgotten existence in one corner of the house. Even more Adhaz, now six, regularly cries ["I gashat be mastahil bebalah, fit all fit fiad"](#)
Every mother wants the best for her child and Sahrah is no different. But raising her precious child without the love and support of her family has been an overwhelming struggle. [It shouldn't be like this.](#)

We are Embrace the Middle East. For over 150 years, we have been fighting poverty and injustice in the Middle East by sharing God's love with those in need. As a non-denominational Christian charity, we do this out of a conviction that we are following the clear example of Jesus – whose compassion for the poor and vulnerable knew no bounds.

No child should ever believe they are less of a person because of their disability, but Sahrah's story is all too common in the Middle East. [We're doing something about this.](#) As you read this, our partners are working to support mothers like Sahrah as they care for their children. [You can help too.](#)

Our partners provide access to rehabilitation, accommodation, education and training in self-confidence and understanding rights. These are proven and effective ways to tackle the barriers of poverty and harmful attitudes about disability. But they all cost money, [please send your donation ASAP.](#)

Your gift will help us support and empower mothers of disabled children. It costs around £70 a day to support a mother and child in the Princess Basma Centre, but I realise this is a lot to ask. [All we need.](#)



Gadil doesn't want to be a burden to anyone. With your help, he can become independent once again.

Gadil's family had tended the olive trees for generations. For 50 years he had travelled the short distance from his home to work the fields. Now his land has been confiscated by the Israeli government and a 25' concrete separation wall stands where the trees used to grow. All he has left is a few scraps of rocky land where nothing will grow.

This is the reality for many farmers in the northern West Bank, but we can help. Embrace the Middle East is taking practical action to alleviate poverty today.

Our inspiring new partnership with the Middle East Council of Churches is enabling disadvantaged farming families like Gadil's to set up small-scale

sustainable farms on their remaining scraps of land.

Caught up in a political situation way beyond their control, Gadil's family has been seized and they're in danger of falling into poverty. With your help, we can enable them to recover their future, their

dignity and that precious legacy of a new farm – from seedlings, chicken, ongoing training, managing their land and advice is critical, a very different but so very positive growing.

And every penny you donate costs just £10 and £27 buys a vegetable seedlings you can afford, we will set up Gadil's family and other situations.

And the end result – in 2014 we can work, and these families are able to themselves and take care of other. Our job is done.

Gadil's farm was seized - how will he feed his family now?



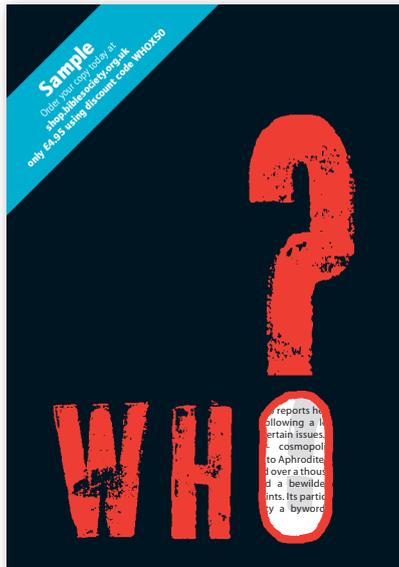
Bible Society – More than a book

Objectives: To promote the More than a book (MTAB) Church fundraising scheme and acquire new contacts.

Activity: Direct mail marketing campaign.

Work: An intriguing mail pack was produced, using creative from Bible Society's contemporary New Testament translation, 'Who?' This and BBC's Nativity were then offered at a discount, as incentives for response, data capture and sign-ups to the MTAB scheme.

Outcomes: An industry-beating response was achieved, delivering sales and new contact data.



Creative
Data
Design
Copywriting
Print
Mailing



People without Limits – Detling marketing

Objectives: To promote and grow attendance for the Detling Summer Celebration.

Work: A strategically planned and delivered ongoing marketing campaign working across multi-channels and multimedia. Annual event rebranding.

Outcomes: Increased awareness and bookings. Increase in website visits and email response rate.



Planning
Strategy
Concept
Branding
Campaign Management
Design
Copywriting
Media
Email
Social Media
Video
Print
Mailing



Stewardship – Event marketing

Objectives: To help create an engaging events campaign proposition and activity mechanics for multiple audience groups, to raise awareness and attract new users of Stewardship's products and services.

Work: Created the 'Love Giving' proposition to inspire an emotive connection of the Stewardship brand with the target audiences. Designed a simple stand with interchangeable brand messages for the different audiences. Devised promotional mechanics to create fun and involvement whilst communicating the brand and products including the 'Giving Aid', a branded origami decision-making promotional item.



stewardship[®]
LOVE
GIVING

The logo features the word 'stewardship' in a black sans-serif font with a registered trademark symbol. Below it, the words 'LOVE' and 'GIVING' are written in a large, bold, black font with a white dotted texture. A solid red heart is positioned between the 'O' in 'LOVE' and the 'E' in 'LOVE'.

Intelligence
Creative Concept
Strategy
Promotion
Design
Production
Print



giving

Passionate about Christians living and giving generously

- Give easily with a secure online giving account
- Get specialist support for major gifts, legacies and more
- Fundraise online with give.net

"Having all my giving online makes it so much easier to review and make changes"

receiving

Generously resourcing churches, charities and Christian workers

- Efficient Direct Grants & Gift Aid administration
- Global giving for supporters
- Support for full-time CM
- Online fundraising page
- Mortgages and more

"Stewardship has completely revolutionised our understanding"

WEST – Marketing

Background: WEST (Wales Evangelical School of Theology) is in a new season of vision and growth, to bring the 'Academy into Missional Church'. This includes developments in programme, faculty and building intrinsic relationships with church planting networks.

Objectives: To devise a fundraising and communications strategy to grow course uptake and income. To overturn historic perceptions of WEST and visually express WEST's new vision and positioning.

Work: Audited WEST's position and developed a fundraising and marketing plan. Ongoing marketing consultation and management.

Activity: Brand refresh and new logo. Marketing and media plan. Design and developmental support with launch of new website. Design of new marketing materials.



Market Intelligence
Strategy
Creative
Consultancy
Design
Web
Production
Print



ACUK – Visual identity and website

Objectives: To design a new website, incorporating 5 distinct mini-sites under one brand, delivering cohesive but individual identities. Navigation to be easy for the varied ACUK user groups. Design a new logo for Action Centres.

Work: New online visual identity. Developed CMS-based website, enabling content creation by multiple users. New navigation Visual identity refresh and new ACUK logo developed, moving away from Action Centres UK to ACUK.

Intelligence
Strategy
Creative
Branding
Design
Website

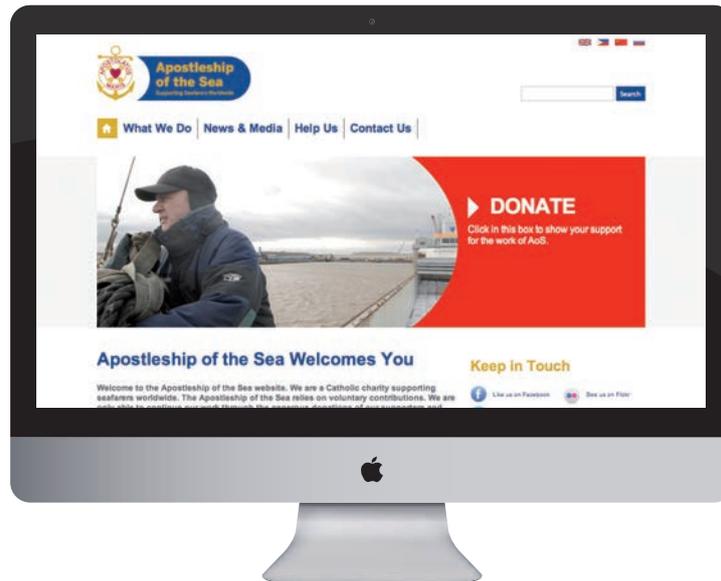


Apostleship of the Sea – Website

Objectives: Develop a new website with refreshed brand identity, that connects with new and existing supporters. Some areas to be multi-language, for use by beneficiaries. Functions to include donations, e-commerce, blog, multimedia and inclusion of social sharing.

Work: A bespoke website was developed, with a custom, open-source CMS. Navigation is such that information is no more than three steps away, colourways used to identify different sections. Functions include: 'one-click' donation, interactive map, page translation, mobile theme and much more. Site elements can be easily customised by the client user.

Intelligence
Strategy
Marketing
Fundraising
Creative
Branding
Design
Web
Email
SEO



Latin Link – LatinFile magazine re-design

Objectives: Refresh magazine style whilst retaining existing brand identity.

Work: Re-design of existing magazine; incorporating new layout concept using creative sizing and pagination to achieve standout.

Concept
Design
Print
Mailing



Don also has fond memories of Helio Miras, who passed away last year aged 93. Helio and his husband David were like surrogate parents to Mudge and when we first went to Peru," he says. "They helped us immensely. When our first son Timothy was born, I was in bed with hepatitis on the other side of town, the Mirases helped bring Timothy into the world. They were wonderful people; generous, gracious, caring, loving... they could never do enough for the Quacocha people. Their lives made us what we became."

Their lives made us what we became.



In 1960, Step teams began to train young people a taste of mission

the advent of short term mission

Don may have been eager to go to Peru, but for John Bennett, the decision to go to Brazil was much harder to make. John was of Glasgow University studying Maths and Economics, dreaming of a business career, when EUSA's Scottish Committee asked him to attend a conference. It was at this conference that Francis God's call to Brazil," he says, "but that was the worst year of my life, when I knew God's will but wasn't prepared to give it. Like the Forts, John and his fiancée Ann had to make their



RSU's son and David approach make final preparations for Peru with baby Adam, 1965

some training, so that they could return to Latin America for longer.

"At first, mission workers were pretty negative about Step, because it took away too much time from their normal ministry. In Brazil for example, all the EUSA missionaries were teaching Bible in Bible Colleges. Well, it interrupt your classes to take a group of young kids to dig a hole or paint a school? But bit by bit, they began to see it was a worthwhile venture that enabled young people to dip their toes into mission for the first time."

God's call

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I knew God's will but was not prepared to give it!

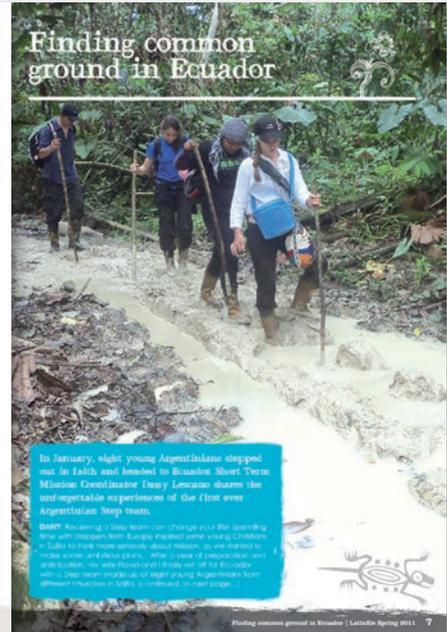
way to Brazil separately. John arrived in September 1962. Ann followed 17 months later. They got married in São Paulo in August 1964.

"We came straight from our honeymoon to pastor a church near to São José dos Campos," says John. "We lived in a small house at the back of the church with the conviction it was EUSA policy that missionaries who planned to be involved in Bible College work should experience pastoral work in Brazil firsthand.

"We have always worked very closely with Brazilians in our ministry, but we loved our annual get-togethers with our EUSA and Latin Link colleagues, and it was also a highlight for our four children who to this day look on our colleagues as their aunts and uncles."

Thank you for helping Latin Link make history through your prayers, gifts and your support.

Join us for the next chapter - We call the enclosed response form and stay involved.



Finding common ground in Ecuador



In January, eight young Argentinians stepped out in faith and headed to Ecuador. Short Term Mission Coordinator Dewey Luciano shares the unforgettable experience of the first ever Argentinian Step team.

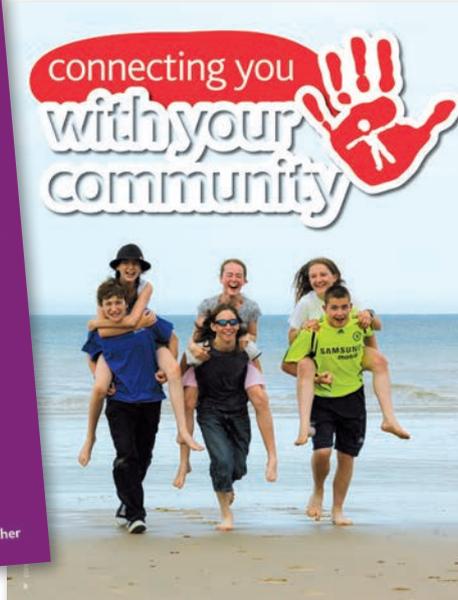
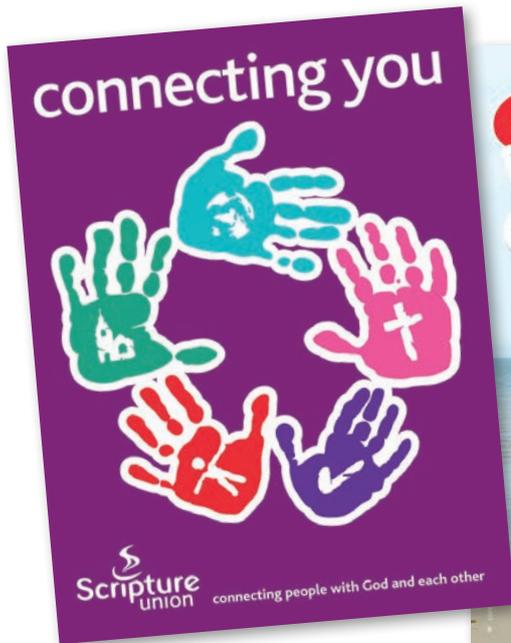
LAST January I flew back to Brazil for the first time with a group of eight young Argentinians. It was a truly unforgettable experience, as we shared in the mission and ministry. After a week of preparation and welcome, we were able to get back out to the field. With only a few days to go, I was overwhelmed to see how



Scripture Union – Corporate brochure

Objectives: To produce a corporate brand to highlight all of the facets that make up Scripture Union and to connect them under one identity.

Work: Created an overarching brand, “Connecting you”, to apply across all marketing material and communicate pieces and to bring together the many “hands” of Scripture Union. Design and production of corporate brochure. Since inception, this branding has dictated the style and visual language for all other marketing materials.



Every community in England and Wales needs a vital Christian witness to children, young people and families. To enable this to happen, Scripture Union has seven regional teams with staff and volunteers helping churches reach out to their community. There are also Associate Trusts and Affiliates all over the country working in partnership with Scripture Union.

Their combined efforts cover work in schools, in the form of midweek and holiday clubs, often hosted in local churches, beach missions, SU holidays and two fantastic initiatives called *X:site* and *Lifepath*. These initiatives and more are detailed on the next few pages. There is greater detail about the schools work in the schools section of this booklet.



Scripture Union – email templates content design

Design
Construction

Objectives: To further engage with existing readership, design an HTML email template for use with clients own internal email broadcast software.

Work: Based on existing branding for two digital products we were required to design HTML email templates for use on Scripture Union's internal broadcast software.



Prospects – Re-brand

Objectives: To create a strong brand, with high recognition from defined target audiences and achieve standout in the marketplace.

Work: Following a successful tender, a new visual identity and graphical language with corresponding tone of voice was created, including full brand guidelines and communications toolbox, to be used consistently across the whole organisation.

Consultancy
Branding
Design
Print



Exclusion zone

An exclusion zone of clear space has been defined around the logo to maintain its clarity and visual integrity. No text or graphic element should encroach upon this area.



The corporate tone

The corporate tone, seen here on office stationery, makes greatest use of the primary and secondary colours. Additional colours may be added from time to time from the deep colour palettes, but these are to be used only in moderation and as accents to the main brand colours.

An additional, but significant element in this tone is the use of white space, to create a fresh, clean and professional look.

The logo is always placed in the top left corner of a piece of stationery. It is balanced on each piece by a curve device filled with the primary brand colour – which becomes a green hill.

The green hill device further connotes the Christian roots of Prospects. It acts as a visual anchor to the logo, which soars like a kite above the landscape, further reinforcing the encouraging and empowering qualities of the brand.

Use of the green hill as a graphic device reinforces the Prospects visual identity. It is particularly useful in adding interest where no photographs are available.



Brand colours

The primary brand colour is green, with the secondary colour being indigo. Both colours are of once strong and vibrant, but in order both to balance the logo and to preserve the positive energy of the visual identity, an approximate guide to the relative proportions in which the colours should be used is roughly 3:1. This will guard against the indigo from overwhelming the lighter hue.

Careful consideration must also be given to the surrounding white space, an appropriate relationship between the brand colours and white space being shown in the figure opposite.

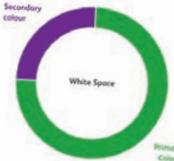
The new Prospects visual identity allows for variety. In addition to the primary and secondary colours, ten complementary colour palettes have been created to help express the full range of the work of Prospects.

The deep palette features bold, confident colours which have the solidity and stability to hold their own in corporate communications, whilst still representing the dynamism of the Prospects brand. The fresh palette extends the shades available, and reflects the joyful, energetic side of Prospects.

Combinations of colours from both palettes is allowed within the visual identity. Two or three different hues may be used in the same piece, but a 'rainbow' look should be avoided.

Colours should always be used with careful reference to each other and the white space surrounding.

Secondary colour



Deep Fresh

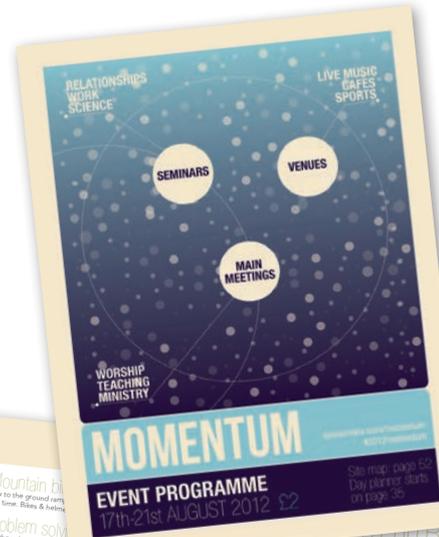


Soul Survivor – Momentum programme

Objectives: To design and print the programme. Present the brand's strong identity to an audience that continually demands things that are 'new and fresh'. Make the considerable content clear and engaging.

Work: Designed and printed a programme that was easily carried and referred to, whilst at the Momentum summer event. Content was clearly displayed and easy to read, totally in keeping with the brand's identity.

Intelligence
Design
Print



Brand new Soul Survivor Bible!

Your youth group may be becoming a dim and distant memory but that doesn't mean you won't find some valuable info in the brand new Soul Survivor Youth Bible!

For you:

We've packed in loads of helpful details including topical studies on tricky books, articles exploring the Bible's themes and topics, answers to tough questions, and an easy-to-understand background to every book. We've looked at issues like sin and relationships, salvation, alcohol and drug usage, but we've also tried to look at the big themes of the Bible, such as where we see Jesus throughout the scriptures, sacrifice, worship and prayer, to help you discover what the Bible has to say about how we should live every day.



For young people you know:

All the content is accessible for young people too to get a copy into the hands of a young person who you want to encourage to get stuck into the Bible!

There are different streams on each topic for individual or group study. Bible reading plans, helpful facts and accessible stories. We've packed over 500 articles in from a wide range of writers (including Mike P, Andy C, Danialla, Shondell and Chris Lang) and we don't even have room here to tell you about it all so head over to the Momentum stand in the Toolshed to check it out for yourself!

The Soul Survivor Youth Bible is being released in September with a RRP of £16.99 but we've got some copies on the stand for you! They are £11.99 each or ten for £109.99 (saving £1 per Bible).

Stay in touch!

We love hanging out with you guys in the summer and we'd love to stay in touch all year round (otherwise we'd miss you and that would make us sad).



helpful info

Website – www.soul-survivor.com

There's a special Momentum and thirty-something! Online

- Lots of Momentum event related weekend, social
- Free resources – we post in the hope that they will help with Jesus

You can also find out about our Summer events at www.soul-survivor.com

Twitter

Tell us what you're up to and general chit-chat

Facebook

Post us your summer! Get your photos up and share them with the Momentum Facebook youth leaders with us

Youtube

We have making video contests that just make you better




Mountain bike

Low to the ground, easy to use, and perfect for the hills. Bikes & helmets

Problem solving

Get those broken corks, wheels, to do on your own or in a group

Soulympic cafe

Watch highlights of the summer's Olympics on a massive screen while taking a sip from a large, cool drink. Sounds like a grand plan to us.




Fun Run

If you're not much of a sports enthusiast, you'll be able to make it round our Fun Run Action! It's just two miles for the work of Soul run, hop, skip, jump, swim*, dance or pogo around all in the name of charity.

If you'd like to take part wearing a nice fancy dress costume, we won't turn our noses up, we'll give you a great coffee, some comfy footwear, a running number and get you off down to the starting line.

Sign up at the Soul Action stand in the Toolshed, and get your T-shirt to represent you and cheer you on (and rub your back). Day & times 5.15pm

Times

5.15pm for warm ups
5.30pm start

You might have trouble with this one



Mini Olympics

Find some friends, form a team and sign up to take part in the Momentum Mini Olympic Extravaganza!

You'll be asked to complete using all kinds of crazy tasks that are likely to get you splashing!



Methodist Church – Mission in Britain campaign

Objectives: Campaign video to raise awareness of the Mission in Britain fund and inspire people to donate in the run up to Christmas.

Activity: Animated video for use at events and on web and social media.

Work: 5 minute animated video. Taking the initial brief from the Methodist Church, we storyboarded the film combining custom illustrations with voiceover and music. The illustrations made were also used in their national print campaign for the Mission in Britain fund.

Outcomes: Raised awareness of the MiB fund and donations.

Concept
Creative
Storyboarding
Scripting
Illustration
Animation
Audio
Video
Production



Vodafone – Just Text Giving promotion

Objectives: To show people how to use the Just Text Giving service.

Activity: Video for use online.

Work: 2 min film with F1 driver Jenson Button filmed on green screen with motion graphics. The video was used online in a national campaign for Vodafone.

Creative
Storyboarding
Audio
Video
Production



Tesco – Cyprus potatoes promotion

Objectives: To make a cooking programme, with celebrity chef Mark Sargent, to advertise Tesco's Cyprus potatoes.

Activity: Video for use online.

Work: 5 min film shot on location in Cyprus with the celebrity chef preparing a meal from Cyprus potatoes.

Concept
Creative
Storyboarding
Scripting
Audio
Video
Production



TESCO

House of the Heroes – Child sponsorship

Objectives: To raise awareness and donor acquisition – child sponsors.

Activity: Video advert and documentary for use online, at events and on social media.

Work: To communicate the desperate need in Manila, with a 50 second advertisement and a 5 minute mini-documentary on the charity was produced. Filmed on location.

Concept
Creative
Storyboarding
Scripting
Audio
Video
Production



Habitat for Humanity – Cote d'Ivoire campaign

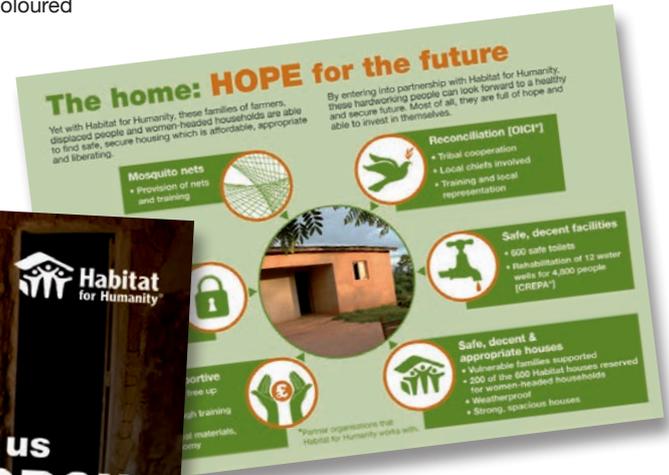
Objectives: To heighten awareness of the plight of people in Cote d'Ivoire who were just emerging from a civil war.

Activity: Printed direct mail to existing supporters.

Background: 40% of the world's cocoa is produced here, so the slogan 'help us REGROW hope' was used. This combined with the leaf graphic and strong photography helped to bring the campaign alive.

Work: Creative was derived from the connection that UK donors could make with the people in Cote d'Ivoire – chocolate. The inside of the leaflet represented the wreckage of the past (brown graphics) compared with the hope for the future bought alive with the coloured graphics. Mailing pack consisted of a letter and A5, 4 page insert.

Intelligence
Strategy
Creative
Design
Data
Print
Mailing

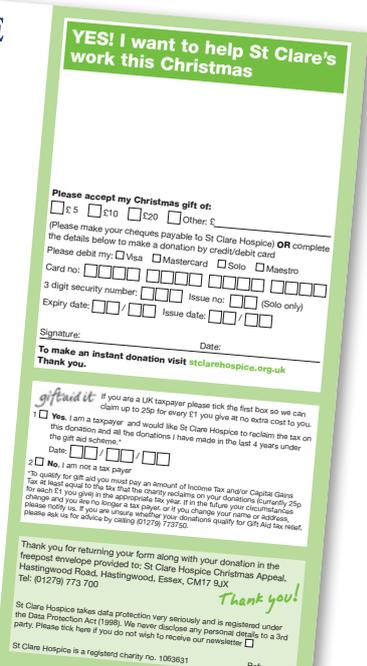
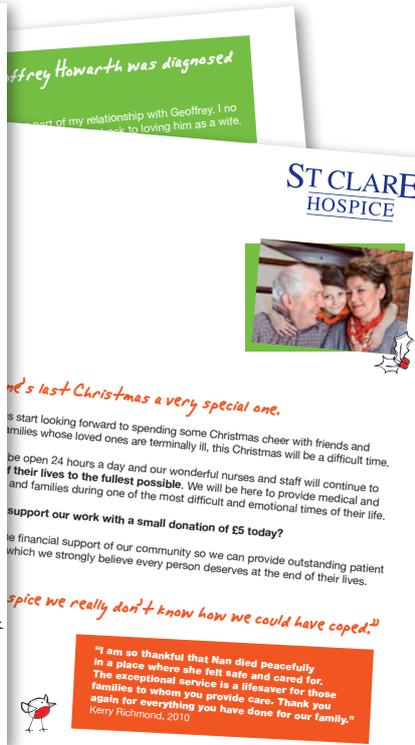


St Clare Hospice Christmas campaign

Objectives: To create engagement and response from one-off, cool contacts.

Work: Presented creative concepts and finalised design for a direct mail campaign that included: Designed letter and newsletter, response mechanism and Christmas gift tags giveaway. Printed and delivered the mailing.

Consultancy
Creative concept
Design
Print
Mailing



"I am so thankful that Nan died peacefully in a place where she felt safe and cared for, the exceptional service is a lifesaver for those families to whom you provide care. Thank you again for everything you have done for our family,"
Kerry Richmond, 2010

Follow Lynn's personal words about her husband's final days >>>
Continued...

Thank you for returning your form along with your donation in the freepost envelope provided to: St Clare Hospice Christmas Appeal, Tel: (01279) 773 700

St Clare Hospice takes data protection very seriously and is registered under the Data Protection Act (1998). We never disclose any personal details to a 3rd party. Please tick here if you do not wish to receive our newsletter

St Clare Hospice is a registered charity no. 1062631 Ref:

Yeomans have been brilliant for the last 5 years we have been working together. They originally won the pitch for design; our objective to develop a recognised brand. Without them we would not be in the position we are today and Yeomans are no longer just designers; they are invaluable partners in our brand journey and are in fact our brand guardians. Thank you. A well deserved position of agency of record with the most amazing can-do attitude.

Jonathan Allen

Marketing & Communications Executive
United Church Schools Trust /
United Learning Trust



United Learning – Branding and marketing material development

Background: Yeomans have worked with United Church Schools/United Learning Trust for many years and are brand guardians for all of their institutions.

Objectives: To redevelop the visual identity following the organisation’s decision to rename itself United Learning. To maintain strong and consistent brand identity across all marketing materials.

Activity: Logo and branding elements re-design and guidelines produced.

Outcomes: A brand book was developed, to be used by each institution. New branding applied to all marketing materials (offline and online) including website, prospectuses, newsletters signage etc. for more than 20 schools.

Consultancy
Creative Concepts
Branding
Brand Guidelines
Design
Print



2. What is United Learning?

3. Primary logo

There are four elements to our logo:

- Our symbol
- United Learning
- The best in everyone
- Registered mark and trademark

The logo is to be reproduced without modification or addition. Graphic filters, such as drop shadows, bevels, 3-D effects, embosses or glows should not be applied to the United Learning logo. The United Learning logo cannot be integrated into other marks and must be represented independently. Any manipulation or alteration to the United Learning logo is strictly prohibited. The symbol should never be used without the text part of the logo.



3a. Minimum size

The logo will always be supplied complete and should be used in this form.

A minimum size rule is applied to ensure the logo is kept at a legible size.



3b. Primary exclusion zone

Try to keep the area shown here clear of type and image.



3. Primary logo



How can we help you to help others? Let's chat.

You've read enough about us. We'd love to know more about you and listen to your needs. Please get in touch.

Read our blog:

yeomansmarketing.co.uk/blog

Sign up for our newsletter:

yeomansmarketing.co.uk/newsletter



www.linkedin.com/company/yeomans



[yeomansmarketing](https://www.facebook.com/yeomansmarketing)



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