

Presented by:



2009
Walk for a Healthy Community
Communication Guidelines

HARRISBURG

What you can expect from Highmark

▪ Save the Date card

Highmark will provide your organization with up to 5,000 Save the Date cards free of charge and will deliver these cards to your designated location. Please fill out the Collateral Order Form and return it to receive your order. Postage reimbursement will be offered by Highmark upon your submission of a receipt.

▪ Brochure

Highmark will provide your organization with up to 5,000 brochures free of charge and will deliver the brochures to your designated location. Please fill out the Collateral Order Form and return it to receive your order. Postage reimbursement will be offered by Highmark upon your submission of a receipt.

▪ Web site

Highmark has a dedicated Web site that provides general information to walkers, non-profit organizations and the news media. The Web address for the Web site is: www.walkforahealthycommunity.org. Your organization will be featured on this site as a partner.

▪ Public Relations

Highmark will work to publicize the event from two perspectives: calendar of events (to drive participation in the event) and feature stories (to ensure ongoing interest in the event). The Highmark Corporate Communications department will partner with you on all public relations efforts for the walk.

▪ Walk for a Healthy Community Logo

Highmark will provide your organization with electronic versions of the Walk for a Healthy Community logo. You are encouraged to use this logo on all printed and electronic pieces from your organization to potential walkers.

▪ Dedicated Organization Website

All communication and informational materials about the walk will be posted to a dedicated organization page:

<http://www.walkforahealthycommunity.org/hbg/private/index.shtml>

Please bookmark this page and visit often for updated information.

▪ Walk Day Support

The entire agenda and program for the Walk for a Healthy Community day will be structured and organized by Highmark.

▪ Photography

Highmark will hire a professional photographer to take photographs of the day's events. These photos will be shared with you for promotional purposes.

- **Dedicated communication support**

Highmark will provide you with additional communication tools as needed, including a team-captain kit, promotional poster, website promos and newsletter promos.

Please contact the following Highmark communication representative with questions:

Kaitlin O'Brien
Communications Coordinator
412-544-6006 (phone)
412-544-5318 (fax)
kaitlin.obrien@highmark.com

What Highmark needs from you

▪ **Information about your organization**

We will need the complete name of your organization, communications contact person, general phone number and Web site address for use in all materials. We will also need to know your requested quantity of Save the Date postcards and walk brochures and where to send them.

Please provide this information on the Communication Information Form and return it via email or fax to Kaitlin O'Brien at kaitlin.obrien@highmark.com or 412-544-5318 by November 26, 2008.

▪ **Website**

All organizations must provide a link to www.walkforahealthycommunity.org from your organization's Web site. The link and information about the walk must be posted on your Web site. When posted, please send the link to kaitlin.obrien@highmark.com.

▪ **Public Relations**

If desired, use your established media partners to develop additional story angles for your organization. ***ALL WALK PUBLIC RELATIONS OPPORTUNITIES MUST BE APPROVED THROUGH HIGHMARK.*** Contact Kaitlin O'Brien at 412.544.6006 or kaitlin.obrien@highmark.com for approvals.

▪ **Walk for a Healthy Community and Highmark branding**

All external communications (i.e. postcards, newsletters, Web site communications) must include the Walk for a Healthy Community logo, which is available on the organization dedicated website.

<http://www.walkforahealthycommunity.org/hbg/private/index.shtml>

▪ **Marketing Materials from your Organization to Walkers**

All materials that you use to recruit walkers (i.e. postcards, newsletters, Web site communications) must be sent to Highmark for approval before publication. Please allow a one-week review period. All requests for approval can be emailed to kaitlin.obrien@highmark.com or faxed to (412)544-5318.

Guidelines for Promoting Your Participation in the Walk

Highmark Blue Shield encourages you to promote the walk in whatever manner works best for you to gain walkers for your organization.

To help maintain consistency and ensure that walkers understand the goal of the walk, please follow these guidelines for promotion:

- The walk must be identified on first reference as “Walk for a Healthy Community presented by Highmark Blue Shield.”
- Secondary reference to the walk should be lowercased.
 - Example: <Organization> is participating in the walk because it gives us the opportunity to raise funds to support our programs.
- Any communications must address that the walk supports 29 organizations.
 - Example: Join us for the Walk for a Healthy Community presented by Highmark Blue Shield, which benefits 29 local nonprofit organizations including <name of organization here>.
- External communications (advertisements, postcards, etc.) must include the Walk for a Healthy Community logo and be approved by Highmark.

Examples of correct communication:

- The Walk for a Healthy Community presented by Highmark Blue Shield will benefit 29 Central Pennsylvania health and human service agencies. Since Highmark Blue Shield underwrites the cost of the walk, 100 percent of the money raised by walkers supports the 29 participating organizations, including <name of organization here>.
- At this year’s Walk for a Healthy Community presented by Highmark Blue Shield, walk participants have the option of supporting one of 29 local organizations, including <name of organization here>, which delivers vital programs and services that affect the lives of thousands of people.