Developing Effective Recruitment Materials

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About PR/Marketing

• Report to the Chief Strategy Officer—Elizabeth Flury

• Functions of our team:
  – Media relations
  – Marketing, *includes logo integrity and branding*
  – Physician Relations
  – Internal (Corporate Communications)
  – Interactive Communications (website)

• Corporate policies regarding communications, use of the logo, etc., available under PR/Marketing on the Intranet
  – We must approve any external usage of our logo
  – No other logos are permitted—only our corporate logo
Objectives

• General rules regarding PR/Marketing and IRB approval

• Developing effective recruitment materials
  – Language (literacy levels)
  – Visuals

• Understanding the importance and representation of the Children’s National brand
General Rules

• PR/Marketing approval of print materials is required prior to submission to IRB
  – Our team reviews for:
    ▪ Grammar/Spelling
    ▪ Appropriate reading level of language
    ▪ Consistency and Style

• Please allow 5 business days to complete the review/approval process

• Recruitment materials beyond print, also require PR/Marketing approval
  – Contact our team for additional information

• The Children’s National brand (logo) should be visible on all materials
  – We prefer the use of our templates, however we will work with you if it doesn’t meet your needs
Do’s

- Use approved Children’s National templates (which can be found on the intranet)

- Refer to our Brand Guide (located on the intranet)
  - Fonts
  - Sizing
  - Colors

- Do submit your materials to PR & Marketing prior to submitting them to IRB.
Don’ts

• Use clip art
• Forgot to include the current Children’s National logo
• Modify the Bear logo by putting it inside objects/shapes or adding to its design
• Use colors that are not a part of our approved corporate colors
• Include TOO much information on your recruitment piece.
Literacy Points to Remember

• When writing for general public, aim for a fourth to sixth grade reading level, which is the national standard
  – Develop 2 key messages you want the reader to know

• Bullets are preferred; short sentences

• Important information needs to stand out!
  – Headlines should be simple
  – **Bold text** that is the most important

• Ensure **contact information** is the most prominent
  – Tear away strips

• Stress the “What’s in it for me?” to the audience
Visual Points to Remember

• Children’s National logo must be included and prominent

• No clip art
  – If using photography, PR/Marketing must ensure the proper release forms are signed

• Co-branding with another organization is ok, but the logos must be of equal weight and Children’s should be on the left

• White space helps to focus attention on your key messages—don’t make the flier look too busy
  – Less is more!

• If doing a tri-fold brochure, contact information should always be on the back panel

• Always have a headline focused on key message
  – For example: Does your child suffer from anxiety?
Most Recognizable Attribute of our Brand

Unaided Hospital Association with Bear Logo

**Total Sample (%)**

- Children's National (net): 64%
- Inova (net): 1%
- All Other: 1%
- Don't Know: 25%
- None: 8%

• Almost two-thirds (64%) of respondents associate the description of a “bear holding a stethoscope” with Children’s. Misattribution to other hospitals is almost nonexistent.
Key Points to Remember

• All templates are on the Intranet
  – Go to: Departments---PR and Marketing---Resources

• Please submit materials for approval via email to pcunning@childrensnational.org

• Remember, it may take up to 5 business days for approval

• When we send approval, we will also send you the information to forward to IRB to document our review

• Contact us with any questions:
  – Porlan Cunningham: 202-476-4500