

## Communications Guidelines - ICF Toronto Chartered Chapter – 2015/2016

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The ICF Toronto Charter Chapter communicates with its members and outside groups through various means including a website, events, social media, newsletters, email distributions and printed materials. These guidelines have been developed to ensure that all of our Chapter's communications meet three important standards as specified in these guidelines.

The purpose of this document is to:

- a) provide the ICF Toronto Board of Directors an approvals framework for material to be communicated using the Chapter's communication channels and tools, and
- b) provide interested parties with the consistent and transparent guidelines that the Partnership and Sponsorship Committee and the Board of Directors will apply in considering submitted material.

These standards and guidelines cover all Chapter communications including educational content, and advertising for events and services offered by the Chapter, its members, or external organizations.

### **OUR CHAPTER MISSION:**

As the Toronto Chartered Chapter of the International Coach Federation (ICF),  
we are in service to humanity flourishing.  
We represent the highest-quality standard of professional coaching  
and lead the advancement of the profession.

### **Standard #1 - Effective use of communication opportunities**

We aim to provide our members, and other target groups, with information that they will feel is aligned with our mission and their priority needs and interests. This helps to ensure that they welcome our communication efforts, and do not resist or ignore them, or treat them as unimportant. We also want to align our communications with the priorities of the Chapter, and the goals the Chapter has for impacting our members and relevant outside groups.

### **Guidelines**

1. All communication materials should be of high relevance to the audience for whom they are intended and support our chapter mission. (e.g., Chapter's members, key stakeholders).
2. Communication that is deemed to be outside the priority interests of our members, or of low relevance to the priorities of the Chapter, will not be accepted for publication.
3. Consideration will be given to the frequency and length of communications so that they do not become onerous.

## **Standard #2 – Reflecting a highly professional organization**

All communications by the Chapter should reflect well on the Chapter and its members. This means having a professional standard for the quality of writing and production, including such things as layout, design, and technical standards for web based or audio-visual materials. As a Chartered Chapter of the ICF, we also align with the ICF’s branding standards for use of ICF logos, color schemes, etc.

### **Guidelines**

1. All communication materials will meet professional standards in writing and production, and will align with ICF branding standards.
2. Materials deemed to not meet professional standards due to poor writing, graphics, layout of other problems will either be revised, or not accepted for publication.

## **Standard #3 - Alignment with the activities and policies of the International Coach Federation**

As a Chartered Chapter of the ICF, we support the ICF’s core purpose which is to “Lead the global advancement of the coaching profession.” We are also committed to supporting the activities and policies of the ICF, and to meeting the terms of our Charter Chapter Agreement, which requires that we:

- a) subscribe to the vision, mission and values and strategic plan of the ICF, and adhere to its polices and standards, and
- b) not conduct, endorse, offer, promote, develop or support any event that conflicts with ICF activity or policy.

Meeting these requirements means aligning with the ICF’s strategic plan and its global communication activities. To be in alignment, our Chapter communication should whenever possible:

- a) promote understanding of coaching as it is defined by the ICF and guided by the processes and core competencies the ICF supports,
- b) help people understand what coaching is and is not by separating it from therapy, advising and other practices which are outside of the scope of coaching,
- c) provide education on the value, credibility and efficacy of professional coaching,
- d) encourage coach training and credentialing consistent with ICF policy,
- e) support our coaches/members by including a focus on professional skill competency development, personal development and professional/business development as it relates to the business of coaching,
- f) promote understanding of the ethics and standards that guide the coaching profession,
- g) products or services may only be promoted via website or newsletter advertising, advertorial banner, as a Member Meeting Sponsor (see details below.)

**NOTE:** Should a decision to deny publication, or require changes be made to material, be contested by a Chapter member or an outside party, that decision can be reviewed on a case-by-case basis by the Director of Partnerships and Sponsorship with the Executive Committee.

## Newsletter Advertising

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The ICF Toronto Charter Chapter distributes newsletters to its members and other interested individuals. The Chapter newsletter carries advertising for programs and services directly related to professional coaching when the advertising material meets ICF Toronto's Communication Guidelines, and when there is space available. A newsletter will typically not carry more than two advertisements. This gives each ad reasonable prominence, and keeps newsletters at a length that can be easily read.

### Format for Advertisements

Advertisements should be designed to attract the interest of readers, and a hyperlink to visit a website for more information on the event, program or product being promoted. Ads should be limited to 125 words, and can include one or more links. An illustration or photograph may be included in a standard format such as jpeg or gif.

### Procedure

1. If you wish to run an advertisement, please send an email to [claudia@icftoronto.com](mailto:claudia@icftoronto.com) with a description of the event, program or product you wish to advertise, along with the link that the advertising will direct to. We'll review your submission and respond to you within 5 working days.
2. We'll confirm if the advertisement fits the communication guidelines, and advise you on space availability and when the ad can be placed.
3. Once your advertising has been approved, our ICF Chapter Administrator will send you an advertising agreement, confirming all the details for the advertising and information for invoicing and subsequently send you an invoice.

## Website Advertising

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If your organization offers services, programs or products of direct interest to professional coaches, you may be eligible to advertise on this website.

### Format for Advertisements

Advertisements should be designed to attract the interest of readers, and a hyperlink to visit a website for more information on the event, program or product being promoted. An illustration or photograph may also be included in a standard format such as jpeg or gif.

### Procedure

1. If you wish to run an advertisement, please send an email to [claudia@icftoronto.com](mailto:claudia@icftoronto.com) with a description of the event, program or product you wish to advertise, along with the link that the advertising will direct to. We'll review your submission and respond to you within 5 working days.
2. We'll confirm if the advertisement fits the communication guidelines, and advise you on space availability and when the ad can be placed.
3. Once your advertising has been approved, our ICF Chapter Administrator will send you an advertising agreement, confirming all the details for the advertising and information for invoicing and subsequently send you an invoice.

## Partnership & Sponsorship Opportunities

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The ICF Toronto Charter Chapter will enter into written agreements for the mutual benefit of the Chapter and the entities seeking partnership and sponsorship. Consideration is given to opportunities that recognize and uphold the values of the Chapter, provide opportunities to market the Chapter membership's products and services, or communicate key messages and themes in support of coaching.

Priority is given to opportunities that promote the Chapter's values, and that provide benefits to our membership. Promote awareness of coaching enhance the Chapter's image

### **Sponsors can be involved in the following ways:**

- Event Sponsors (Annual Conference, PRISM)
- Membership Meeting Sponsors
- Chapter Sponsors

### **In our sponsorships we aim to achieve the following:**

- Clear, positive, sustainable community benefit
- Enhanced community experience
- Mutual respect
- Commercial or reputational business benefit
- Open dialogue and participation
- Measurable, positive outcomes
- Long-term commitment

### **Procedure**

1. Please complete the application for sponsorship and submit it to our Director of Partnerships & Sponsorship ([Claudia@icftoronto.com](mailto:Claudia@icftoronto.com)). We will review your application and connect with you within 5 working days.
2. We will arrange to meet with you (Skype, face to face, telephone) to discuss possibilities given your application meets our Chapter guidelines.
3. Final (signed) agreements will clearly detail the needs and expectations of both parties, the time frame set for the agreement, and an agreed measurement and reporting process for evaluating and reporting the outcomes of the sponsorship, partnership or related support.

### **Sponsorship Agreements can include:**

- Website Advertising
- Newsletter Advertising
- Webinar Delivery
- Speaking Opportunities
- Trade Show Booths
- Sharing Promotional Materials
- Program Discounts

**NOTE: Each sponsorship package is uniquely determined.**

## Member Meeting Sponsorship Opportunities

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Our chapter hosts 10 Member Meetings a year. Consideration is given to sponsors that recognize and uphold the values of the Chapter, provide opportunities to market the Chapter membership's products and services, or to communicate key messages and themes in support of coaching. Member Meeting Sponsors have a vested interest in either the topic and/or speaker that is being featured.

### **The Basic Member Meeting Sponsorship Package (\$800+ HST\*) includes:**

- Booth presence (supplied by sponsor)
- Distribution of brochures
- Podium Signage
- 5 minute interview with The Director of Member Meetings (Strictly focused on how organization serves our members – no direct selling)
- Opportunity to share an offer (discount, free items, etc.)
- Includes a banner on the newsletter announcement (value of \$300 + HST)
- Includes acknowledgment on website Member Meeting Page

**\*Audience size is up to 50 members.**

**NOTE:** Sponsorship fees will be reviewed for audience sizes of 50+.

### **Procedure**

Please complete the application for sponsorship and submit it to our Director of Partnerships & Sponsorship ([Claudia@icftoronto.com](mailto:Claudia@icftoronto.com)). We'll review your application and connect with you within 5 working days.

We'll arrange to meet with you (Skype, face to face, telephone) to discuss possibilities given your application meets our Chapter guidelines.

Final (signed) agreements will clearly detail the needs and expectations of both parties, the time frame set for the agreement, and an agreed measurement and reporting process for evaluating and reporting the outcomes of the sponsorship, partnership or related support.

### **The Selection of Speakers is managed separately. Specifically, Speakers must:**

- Be entrenched and recognized in their area of expertise
- Serve an educational purpose
- Be interested in a branding experience versus a selling experience
- Have speaking experience
- Have written a book (preferable)
- Be willing to conduct an interview with our Director of Member Meetings ([Kathryn@icftoronto.com](mailto:Kathryn@icftoronto.com))

## Supporting Partner Opportunities

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Supporting Partners assist the Chapter in advertising events (Annual Conference, PRISM Awards, Member Meetings, Workshops, etc.) Supporting Partners will only be considered if events directly support our Chapter Mission and address the needs of our members. It is a reciprocal arrangement and an opportunity to grow respective memberships.

### Both parties agree to:

- List event on website for a maximum of 3 months and be removed as soon as the event is over
- List link to event on Newsletter a maximum of 3 times
- Offer Chapter members a (minimum) 10% discount at events
- Offer Chapter members a (minimum) 10% discount on conference promotional opportunities
- Be acknowledged as a Supporting Partner on select promotions

### Procedure

1. If you wish to become a Supporting Partner, please send an email to [claudia@icftoronto.com](mailto:claudia@icftoronto.com) with a description of the event, program or product you wish to advertise. We'll review your submission and connect with you within 5 working days.
2. We'll confirm if the advertisement fits the Supporting Partner guidelines.
3. Final (signed) agreements will clearly itemize the needs and expectations of both parties.

### FINAL NOTES:

1. The Chapter reserves the right to deny any application for advertising, sponsorship, or partnership provided the applicant is provided an explanation.
2. In all cases, the Chapter reserves the right to terminate the agreement if the agreement is violated.
3. The Chapter retains the right to review the content of all marketing materials used in the sponsorship. Content will be congruent with the Chapter's mission and values.
4. The Chapter will not enter into sponsorship agreements which promote the use of alcohol or tobacco, and other questionable substances or practices.
5. All content will be in accordance with provincial legislation governing advertising.
6. The Chapter recognizes that sponsorship is a fluid and evolving process. Therefore, this policy and guidelines, as well as the effectiveness of the sponsorships themselves, will be reviewed annually.