

FAQs for PPL Communications

Where are the general PPL brochure and other printed materials stored?

PPL has a small, two-sided card with the mission, program information and year-end results. Use them freely at information fairs or in letters. They are stored in the cubical on the second floor across from Susan Baldwin's office. There, you can also find past copies of newsletters, the annual report, the PPL thank you card and printouts of recent news articles about PPL.

Where do I get participant handouts that describe our programs?

Program information sheets are in the display case in Service Center lobby. Arletha can also print them for you.

What do we have for presentations, events and fairs

PPL has a table-top display board that opens to three panels, a 6ft vinyl banner with grommets, a general information Powerpoint presentation and a four minute video.

The display board has general information and photos on it. The banner simply says "PPL" You can find these under the desk in the Design Station (see the section on the Design Station below). There is a sign out sheet in that station. Also, Please let Mary Anne know when you need it. (If you had to take either in a hurry, please leave a note on her chair or send an email). Please return it promptly.

The Powerpoint is stored in the public folders in Outlook. It is also available on CD at the Design Station. You can check out the projector and laptop as an Appointment in Outlook. If you need training, contact Dave or Mary Anne.

Can I make a hand out or newsletter for my program, it doesn't have to be fancy?

Staff is encouraged to communicate with all PPL stakeholders through venues appropriate to your cwork: Resident newsletters, information sheets, neighborhood flyers etc. Please do take the initiative to create such documents. Before handing them out, we ask you to show these materials to Mary Anne or Julie for an okay. Here are some basics for creating them:

Fonts:

For bold sans serif, use Franklin Gothic Medium

For extra bold sans serif, use Franklin Gothic Demi

For subheads and smaller headers use Franklin Gothic Book

For regular serif type use Garamond or Garmand.

If the these fonts are not available on your computer, substitute Arial and Times New Roman

Include the PPL Logo

- You can get a .jpg of the logo through the website <http://www.ppl-inc.org/Communications/>
- Right click on the one you want and save it to disk.
- This is a good option to give outside vendors who need out logo.

Include the PPL Mission

PPL is a nonprofit organization providing housing, jobs and training throughout the Twin Cities metro area to assist lower-income people and families who are working toward self-sufficiency

Or, where space is tight

Use key words, which are used on the bottom of the letterhead and on the newsletter, example:

Affordable Housing & Community Development

Employment & Job Training

Youth Development

Hu

Project for Pride in Living 1035 E. Franklin Avenue • Minneapolis, MN 55404 • 612.455-5100 • FAX: 612.455.5101 • www.ppl-inc.org

Include contact information, Service Center address and Website.

May I use the digital camera?

Yes. Please do take pictures at any events you are attending and share them with Mary Anne. Talk to Kelly to check out the camera.

May I use the color printer?

Very often, color paper and a creative layout will do the trick and better represent PPL as a money-wise non-profit. Color can add professionalism and impact to a piece, or make it easier to read. So, while it is expensive, it is sometimes a good choice. Please consider the number of copies you are printing and the importance of color to the document when choosing this route. Note: the color option is for PPL use only.

What if I need a more formal Program Brochure?

Please contact Mary Anne or Julie. Options range, from us creating a template that can be changed and printed in small batches in-house, to more long-term information printed in bulk numbers.

The Design Station

The Design Station is an open computer with Indesign, Photoshop, Adobe Illustrator, Publisher and Adobe Acrobat 7. It also has a 4-way port for digital camera memory cards, a CD and DVD burner, and a multi-page scanner that will also convert documents to pdf files. You can find it on the second floor, across from Steve Studt's office. Log on to use it, and please remember to log off.

If your files are not accessible through the network, you can transport your information and files thorough email. Use the web-based email access through Internet Explorer (mail.ppl-inc.org/exchange).

Making a pdf

At the Design Station, you can write any files to a pdf using Adobe Acrobat, or scan hard copy documents into the pdf format - single and multiple. (You don't have to fax them to yourself any longer ☺ Directions are posted at the station.

Filling out a form in pdf

Test the SAVE option on a pdf right away. If your computer has the Acrobat Reader only, you cannot save pdfs. Some you can fill-in and send back the originator, but if you want a record of that files, you should print it. OR fill it out n the Design Station through Adobe Acrobat 7 and save your filled-in form as a new document.

NOTE: if you feel ambitious and/or stubborn about filling in a pdf form that isn't allowing you to type in it at all, it is possible to create your own form fields when working Acrobat 7.

Agency-wide Communications

The Newsletter

The PPL Newsletter is published four times a year and sent to about 11,000 individual funders, corporate employees, government officials, other non profits, media and friends of PPL. An issue typically focuses on a specific Division so each has a long shelf life. For example, a housing issue works well as an information piece on the topic for many months after publication.

Staff is encouraged add their friends and associates to the mailing list (Contact information goes to Pam). It is available as pdf, (also contact Pam).

How is Newsletter content decided?

The newsletter is a PPL-wide production, everyone is asked to contribute and provide information. (you might say the whole agency is on deadline). Most stories come from staff. Please share your experiences, mission moments and anecdotes with Mary Anne, Julie or Leah. Final content is determined by the Executive Director and the Fundraising and Communications staff. Most of the information is provided by directors and mangers and approved by them before going to press.

The PPL Website

How often is the website updated and how do I get information and changes posted?

Three levels of change occur on the website.

1. Yearly, for divisional information, after the annual report is published.
2. Quarterly, for news, after the newsletter is published
3. On demand, to post prepared information such as job postings and event announcements.

Change requests go to Mary Anne Welch

What is the e-mail design protocol?

PPL does have some tagline requirements and a few more suggestions:

1. Yes, the tagline below is an example (required lines have an asterisk).

Name*

Title & Program

Org name*

Address

Direct Phone*

Website* www.ppl-inc.org

Callout* PPL is proud to be serving the community for 35 years

2. The tagline can include more, but we **recommend it be kept short and font size small** (10 - 12 pts).
4. **We prefer you not attach a contact “card” as a default, nor use stationary templates**, ideal email travels light and easy no matter the software it was sent with.
5. RE: **Org name: PPL or Project for Pride in Living is acceptable.** First recommendation is simply “PPL” – The website easily connects folks to other vital info. However, depending on the nature of your general business, it may helpful or wise to use the whole name.