



Communications Policy

Crisis Communications Policy

1. All crises should be reported to a supervisor and the president and executive director immediately.
2. Only the chief spokesperson(s) are authorized to release information to the media and to the public. All other staff, board, and committee members should be professional and helpful to the media by connecting them with the spokesperson, but will neither speak to the media, nor provide any information.
3. All comments should be guided by professionalism and transparency.
4. Personnel matters are to remain confidential.
5. When possible, responses should be proactive, responsive, and action-oriented.
6. Crisis Management Steps
 - a. Safety – Ensure safety of all people. Call 911 if needed.
 - b. Notification – Notify the president and executive director immediately
 - c. Before Going Public – assess the situation to determine the facts, determine the appropriate action, create a plan for communication, develop key messages, assess the resources necessary to manage the crisis
 - d. Notify the Staff and Board
 - e. Notify Partners or Key Groups
 - f. Go Public
 - g. Keep Records

Adopted July 21, 2014

News Media Relations

The Board President will function as Willow Tree's communication representative with the news media and the Board President in conjunction with the Board Member/Executive Director/or Instructor associated with a specific program will serve that function at the program or class level, unless a Media Coordinator is appointed by the Board. In the event that a Media Coordinator is appointed, he/she will take on the duties of the Board President as listed below.

In order to maintain a progressive and coordinated program of public relations for Willow Tree, it is essential that:

- A. Staff, board members, and volunteers not give information or an interview requested by representatives of the news media without prior approval of the Board President who will either set up an appointment for this purpose which will not interfere with anyone's daily activities, or speak to the media representative about the matter personally;
- B. Anyone given permission to photograph a nonpublic event or activity must obtain permission for the participants and/or their parents/guardians
- C. Program participants under the age of 18 are not permitted to provide information about Willow Tree activities or to participate in an interview with representatives of the news media without prior approval of the Board President who is to be present (or a designated proxy be present) at all such meetings with news media representatives.

Willow Tree's representative shall:

- A. Be readily available to media representatives
- B. Provide media representatives upon their request with all facts that give a true picture to the best of his/her knowledge requesting, at the same time, that they not publish or broadcast any facts which are injurious to Willow Tree personnel or community members, or which would serve no constructive purpose
- C. Keep media representatives fully informed with regard to Willow Tree in all aspects, activities, and changes, so that any reporting will be done on the basis of a complete and valid interview
- D. Submit, suggest or request feature stories or articles to media representatives which are of interest or importance
- E. Provide an agenda or other "background" material to media representatives who attend meetings of the Board
- F. Assist various groups in their relations with the news media
- G. Protect personnel from any unnecessary demands on their time by news media representatives

Adopted July 21, 2014

Social Media – Individuals

Personal websites and web logs – *Willow Tree Family Center* respects the right of employees to use these mediums during their personal time. If an employee identifies him or herself as an organization name employee they must adhere to the following guidelines:

- Make clear that the views expressed are the employee's alone and do not necessarily reflect the views of *Willow Tree Family Center*. Use a disclaimer such as: "The postings on this site are my own and don't represent organization name's positions, strategies or opinions."
- Do not disclose confidential or proprietary information about the company or others.
- Speak respectfully about *Willow Tree Family Center*, other employees, partners, clients or others contacted in the course of your job.
- Don't cite or reference clients, partners or suppliers without their approval. When you do make a reference, when possible, link back to the source.
- Add value. Share your expertise of *Willow Tree Family Center's* mission and encourage support of *Willow Tree Family Center's* services and programs.

Social Media – Company

Who: A single voice is preferred in all online interactions. Currently, the board president/executive director, with assistance from the board secretary, provides the singular voice to monitor, update and post on Willow Tree Family Center's social media accounts. Efforts need to be made to *Willow Tree Family Center's* accounts to reflect this.

Content: *Willow Tree Family Center* uses social media to highlight its own material, including programs, blogs, new content to the Web site, reports and other *Willow Tree Family Center's* resources. Posts from *Willow Tree Family Center* include at content from trusted sources that promote outside resources. These include nonprofit associations, nonprofit publications and social media experts.

Frequency Goals:

- Twitter: one to five tweets per work day
- Facebook: two to five posts per week

Adopted July 21, 2014

Tracking Interactions and Evaluating Success: *Willow Tree Family Center* should track its interactions whenever possible on all social media by using the available technology. Currently this technology includes:

- Hootsuite for tracking clicks from Twitter and Facebook posts
- Facebook Insights for tracking interactions and demographics.
- Google Analytics for tracking referrals to sites

Confidentiality: Employees shall not post confidential information on *Willow Tree Family Center's* and personal social media accounts. This includes financial information, legal matters, organizational internal strategies, campaign benchmarks, unreleased advertising or promotions, internal processes or methodologies, circulating rumors, colleagues or members' personal information. Employees posting on behalf of *Willow Tree Family Center* are to respectfully and professionally represent the organization, adhere to the terms and conditions of any third-party sites, and take full responsibility for their communication.

Communication Facilities

1. INTRODUCTION

- 1.1 Willow Tree's communications facilities are provided by Willow Tree and made available to users for the purposes of the business. A certain amount of limited and responsible personal use by users is also permitted. All use of our communications facilities is governed by the terms of this policy, and if our rules and procedures are not adhered to, then use of our facilities may be curtailed or withdrawn and disciplinary action may thereafter follow. Any breach of this policy may lead to disciplinary action being taken against you and serious breaches may lead to summary dismissal.
- 1.2 At Willow Tree, communication plays an essential role in the conduct of our business. How you communicate with people not only reflects on you as an individual but also on us as an organization. We value your ability to communicate with colleagues, clients/customers, and business contacts, and we invest substantially in information technology and communications systems which enable you to work more efficiently. We trust you to use them responsibly.
- 1.3 This policy applies to all individuals working or volunteering for Willow Tree who use our communications facilities, whether directors / partners / consultants, full-time, part-time or fixed-term employees, trainees, contract staff, temporary staff, agency or home workers.

Adopted July 21, 2014

1.4 Although the detailed discussion is limited to use of email and internet facilities, the general principles underlying all parts of this policy also apply to telephone communications, fax machines, copiers and scanners. Note that some elements of personal use of Willow Tree's communications facilities are specifically addressed in the following policy. Please read this policy carefully.

2. GENERAL PRINCIPLES

2.1 You must use Willow Tree's information technology and communications facilities sensibly, professionally, lawfully, and consistently with your duties, with respect for your colleagues and for Willow Tree and in accordance with this policy and Willow Tree's other rules and procedures.

2.2 All information relating to our clients/customers and our business operations is confidential. You must treat our paper-based and electronic information with utmost care.

2.3 Many aspects of communication are protected by intellectual property rights which are infringed by copying. Downloading, uploading, posting, copying, possessing, processing and distributing material from the internet may be an infringement of copyright or of other intellectual property rights.

2.4 Particular care must be taken when using email, Willow Tree's company blog or internal message boards as a means of communication because all expressions of fact, intention and opinion in an email may bind you and/or Willow Tree and can be produced in court in the same way as other kinds of written statements. Only the Organization's Chief Spokesperson may respond to general emails/inquiries/message boards regarding Willow Tree Family Center. The Chief Spokesperson is also responsible for the content published on the blog. Board members/staff may be responsible for responding to emails that are specifically addressing the program or event for which they are responsible.

2.5 The advantage of the internet and email is that they are extremely easy and informal ways of accessing and disseminating information, but this means that it is also easy to send out ill-considered statements. All messages sent on email systems or via the internet should demonstrate the same professionalism as that which would be taken when writing a letter or a fax. You must not use these media to do or say anything which would be subject to disciplinary or legal action in any other context such as sending any

discriminatory (on the grounds of a person's sex, race, disability, age, sexual orientation, religion or belief), defamatory, or other unlawful material (for example, any material that is designed to be, or could be construed as, bullying or harassment by the recipient). If you are in doubt about a course of action, take advice from the board president/executive director

3. USE OF ELECTRONIC MAIL

3.1 Generally

- 3.1.1 Always use the email template which contains the appropriate disclaimer notice from Willow Tree and do not amend this notice in any way.
- 3.1.2 Do not amend any messages received and, except where specifically authorized by the other person, do not access any other person's in-box or other email folders nor send any email purporting to come from another person.
- 3.1.3 It is good practice to re-read and check an email before sending.
- 3.1.4 If you copy an email to others, it may breach the Data Protection Act if it reveals all the recipients' email addresses to each recipient (e.g. in the case of marketing and mailing lists).

It can also breach duties of confidentiality (e.g. in the case of internal emails to members of a staff benefit scheme). Accordingly, it may be appropriate to use the 'Bcc' (blind carbon copy) field instead of the 'Cc' (carbon copy) field when addressing an email to more than one recipient. If in doubt, seek advice from your board president/executive director

3.2 Business use

- 3.2.1 Each business email should include the appropriate Willow Tree business reference.
- 3.2.2 If the email message or attachment contains information which is time-critical, bear in mind that an email is not necessarily an instant communication and consider whether it is the most appropriate means of communication.
- 3.2.3 If you have sent an important document, always telephone to confirm that the email has been received and read.

- 3.2.4 In every instance, file a hard copy of any email (including any attachments) sent to or received from the [customer/client] before filing or deleting the electronic copy. The same applies to all internal email transmissions concerning customer/client matters.
- 3.2.5 Under no circumstances should you send highly confidential documents to a customer's/client's personal web-based email account, even if the customer/client asks you to do so.
- 3.2.6 When you need to work on documents remotely they can be saved to a disk or retrieved over the internet using google docs.

3.3 Personal Use

- 3.3.1 Although Willow Tree's email facilities are provided for the purposes of our business, we accept that you may occasionally want to use them for your own personal purposes. This is permitted on the condition that all the procedures and rules set out in this policy are complied with. Be aware, however, that if you choose to make use of our facilities for personal correspondence, you can expect very little privacy because Willow Tree may need to monitor communications.

You will greatly increase the privacy of any personal email by complying with the procedures set out in item 3.3.3 below.

- 3.3.2 Under no circumstances may Willow Tree's facilities be used in connection with the operation or management of any business other than that of Willow Tree or a customer/client of Willow Tree unless express permission has been obtained from your board president/executive director.
- 3.3.3 All personal email you send from Willow Tree's facilities must be marked PERSONAL in the subject heading, and all personal email sent or received must be filed in a separate folder marked "Personal" in your inbox should you wish to retain it after reading. All email contained in your inbox and your sent items box are deemed to be business communications for the purposes of monitoring.

You must ensure that your personal email use:

- (a) does not interfere with the performance of your duties;
- (b) does not take priority over your work responsibilities;

Adopted July 21, 2014

- (c) is minimal and limited to taking place substantially outside of normal working hours (i.e. during any breaks which you are entitled to or before or after your normal hours of work);
- (d) does not cause unwarranted expense or liability to be incurred by Willow Tree
- (e) does not have a negative impact on Willow Tree in any way; and
- (f) is lawful and complies with this policy.

3.3.4 As with any correspondence made using Willow Tree's electronic facilities, you can delete personal email from the live system, but they will have been copied (perhaps many times) onto the backup tapes and in that form will be retained indefinitely. It would be a very difficult, costly and time-consuming exercise to sift all those tapes in order to delete an individual's personal email, and if we were to agree to attempt this, it would be at our convenience, and only on the basis that all the very considerable costs involved were paid in advance by the person making the request.

3.3.5 By making personal use of our facilities for sending and receiving email you signify your agreement to abide by the conditions imposed for their use, and signify your consent to Willow Tree monitoring your personal email if necessary.

4. USE OF INTERNET AND INTRANET

4.1 We trust you to use the internet sensibly. Bear in mind at all times that, when visiting a website, information identifying your PC may be logged. Therefore any activity you engage in via the internet may affect Willow Tree.

4.2 We recognize the need for individuals to have to carry out some personal tasks during working hours, e.g. for internet banking or online shopping, and this is permitted subject to the same rules as are set out for personal email use in item 3.3.4 of this policy. If these activities require additional software to be installed onto your PC then you should submit a request to the Board. [Whenever you need to download software to enable you to access an online service you must obtain the express permission of Board of Directors who will consider the request in line with Willow Tree's policy.

4.3 You are strongly discouraged from providing your Willow Tree email address when using public websites for non-business purposes, such as online shopping. This must be kept to a minimum and done only where necessary, as it results in you and Willow Tree receiving substantial amounts of unwanted email.

4.4 Access to certain websites may be blocked during normal working hours. If you have a particular business need to access such sites, please contact the board president/executive director.

You must not:

4.4.1 introduce packet-sniffing or password-detecting software;

4.4.2 seek to gain access to restricted areas of Willow Tree's network;

4.4.3 access or try to access data which you know or ought to know is confidential;

4.4.4 intentionally or recklessly introduce any form of spyware, computer virus or other potentially malicious software; nor

4.4.5 carry out any hacking activities

4.4.6 use Willow Tree's systems to participate in any internet chat room or post messages on any external website, including any message board or blog, unless expressly permitted in writing to do so by Willow Tree

4.5 For your information, breach of items 4.4.1 to 4.4.6 (inclusive) above, would not only contravene the terms of this policy but could in some circumstances also amount to the commission of an offence under the Computer Misuse Act 1990, which creates the following offences:

4.5.1 unauthorized access to computer material i.e. hacking;

4.5.2 unauthorized modification of computer material; and

4.5.3 unauthorized access with intent to commit or facilitate the commission of further offences.

5. MISUSE OF WILLOW TREE'S FACILITIES AND SYSTEMS

5.1 Misuse of Willow Tree's facilities and systems, including its telephone, email and internet systems, in breach of this policy will be treated seriously and dealt with in accordance with Willow Tree's disciplinary procedure. In particular, viewing, accessing, transmitting, posting, downloading or uploading any of the following materials in the following ways, or using any of Willow Tree's facilities, will amount to gross misconduct capable of resulting in summary dismissal (this list is not exhaustive):

- 5.1.1 material which is sexist, racist, homophobic, xenophobic, pornographic, paedophilic or similarly discriminatory and/or offensive;
- 5.1.2 offensive, obscene, derogatory or criminal material or material which is liable to cause embarrassment to Willow Tree and any of its staff or its customers/clients or bring the reputation of Willow Tree and any of its staff or its customers/clients into disrepute;
- 5.1.3 any defamatory material about any person or organisation or material which includes statements which are untrue or of a deceptive nature;
- 5.1.4 any material which, by intent or otherwise, harasses the recipient;
- 5.1.5 any other statement which is designed to cause annoyance, inconvenience or anxiety to anyone;
- 5.1.6 any material which violates the privacy of others or unfairly criticises or misrepresents others;
- 5.1.7 confidential information about Willow Tree and any of its staff or customers/clients;
- 5.1.8 any other statement which is likely to create any liability (whether criminal or civil, and whether for you or Willow Tree);
- 5.1.9 material in breach of copyright and/or other intellectual property rights;
- 5.1.10 online gambling; or
- 5.1.11 unsolicited commercial or advertising material, chain letters or other junk mail of any kind.

If Willow Tree has evidence of the examples of misuse set out above it reserves the right to undertake a more detailed investigation in accordance with its disciplinary procedures.

Internal Communication: Conflict Resolution

It is the intention of Willow Tree Family Center that all board members, staff, and volunteers treat each other with respect. Recognizing that differences of opinion and conflicts are inevitable in any human endeavor, however, our Organization desires to establish a conflict resolution policy.

Willow Tree Family Center expects the following:

1. In all interactions with each other, the people of Willow Tree Family Center will respect different ideas and views and will express disagreement with civility.
2. People should follow the proper communication channels presented below.
3. People should keep communication private and not discussed on social media or in front of uninvolved parties.
4. Disputes should be brought between individuals and not between a group against an individual.
5. Communication should be clear and transparent.
6. Gossip is strongly discouraged.
7. Disagreements and conflicts should be addressed as soon as possible.
8. If two parties have a disagreement, they should first meet together, face to face if possible, to discuss the matter and seek common ground.

Communication Practices that Prevent Conflict

1. Willow Tree Family Center encourages communication practices that prevent conflict such as:
 - a. Utilizing the Communication Norms document in various group settings (such as with the Board or in committees) to help people get to know one another and establish norms for working together.
 - b. Following channels for clear communication -
 - i. Staff or volunteers are to communicate with their direct supervisor (this could be another staff position, the program director, or their committee chair)
 - ii. If the direct supervisor is NOT a board member, they are to report to the next higher person in command, most likely the Program Director or the Executive Director or Board President.
 - iii. The Committee Chairs and the Program Director should be in regular communication with the Executive Director/Board President. The

Adopted July 21, 2014

Executive Director/Board President is responsible for making regular reports to the board between board meetings as needed.

- iv. The Committee Chairs and Program Director should be prepared to present to the Board during board meetings.
- c. Committee Chairs, the Program Director, and the Executive Director/Board President are welcome to give updates to the board via messages on facebook or through email.
- d. If at any time a board member has a question about a certain committee or program, they may direct their question to the Committee Chair or the Program Director.

Conflict between Board Members

1. Board Members will follow Roberts Rules of Order. Fair debate at board meetings will be allowed with the intention of reaching a consensus on a particular issue. The chair will determine the length of time the issue is debated and call the question to vote if necessary. The majority of the vote determines if an issue passes or is defeated. The issue can also be tabled for the next meeting.
2. Board Members should remember the following when acting as a trustee:
 - a. The duty of diligence: to act reasonably, prudently, and in good faith with the best interest of the organization in mind
 - b. The duty of loyalty: to place the interests of the organization first, and not to use one's position as a director to further private interests
 - c. The duty of obedience: to act within the governing policies of the organization
3. If two board members have a personal disagreement, they should first meet together, face to face if possible, to discuss the matter and seek common ground.
4. If this does not work, the parties should direct their concerns with the Board President who will then assist in finding a solution to the problem, which may include mediating a meeting with the two individuals involved.

Conflict between the Board and the Executive Director

1. The Board will avoid conflict with the executive director by remembering the following:
 - a. The Board and the Executive Director shall establish trust, respect and appreciation by
 - i. Cultivating personal level interactions
 - ii. Clarification and acceptance of executive director and board roles
 - iii. Keeping the board well informed
 - iv. Keeping discussions non-confrontational and productive
 - v. Ensuring the competence of both the executive director and the board of directors
 - vi. Respecting the time and needs of each other
 - vii. Supporting each other with the common goals of the organization in mind

Adopted July 21, 2014

- b. The Board and the Executive Director have specific roles to fill in the organization:
 - i. The board primarily governs and the staff primarily manages
 - ii. The board provides counsel to management but does not get involved in day-to-day affairs
 - iii. Directors do not have power or authority individually (except as defined by the board roles). Their power lies in its group structure.
 - iv. Boards select and work with the Executive Director, amend bylaws, approve the annual budget and strategic plan, and ensure its own succession. They may serve as committee chairs if these positions are unstaffed.
 - v. The Executive Director keeps the board informed of the Organization affairs and maintains open channels of communication.
2. In the event of a conflict between the Board and the Executive Director, the parties shall first revisit the above guidelines. If these are being met, the parties shall meet and follow the steps listed in the Conflict Resolution section of this policy.

Conflict between Staff/Volunteers

1. If two parties have a disagreement, they should first meet together, face to face if possible, to discuss the matter and seek common ground.
2. If this does not work, parties should direct their concerns with their immediate supervisor or committee chair. The supervisor/committee chair should assist in finding a solution to the problem, which may include mediating a meeting with the two individuals involved.
3. If this does not solve the problem OR if the problem is with the direct supervisor or committee chair, the person may file a formal complaint/grievance or request assistance from the Board President/Executive Director.
4. Any grievance must be filed within 6 months of the incident or event in question.
5. The Willow Tree Board President/Executive Director must notify the person against whom a grievance has been filed within 10 days. The person against which the grievance has been filed then has 10 days to respond to the complaint by providing his/her own explanation of the event and supplying documentation and witness contact information.
6. The Board President/Executive Director, Program Director, and any other appropriate program-specific supervisor may serve on the grievance committee. The grievance committee has 14 business days to discuss the situation, review the evidence, and arrive at a decision that is both fair and impartial. The decision is final, and once reached the committee notifies all parties in writing the decision that has been made. Both the person issuing the complaint and the person against whom the complaint has occurred has the right to attend any meetings about this incident.
7. In extreme cases, the Board of Directors may act as a Court of Appeals.

Adopted July 21, 2014

8. Willow Tree Family Center reserves the right to impose appropriate disciplinary action for a conduct it considers to be disruptive or inappropriate. Sanctions can include but are not limited to a verbal or written warning, letter of reprimand, period of probation and making required improvements, or termination of employment/volunteerism. The circumstances of each situation may differ and the level of disciplinary action may also vary, depending on such factors such as the nature of the offence, whether it is repeated, the individual's record, and the impact of the conduct on the organization.
9. Concerns involving sexual misconduct or child abuse should be directed immediately to the Board President/Executive Director.

Conflict Resolution Steps

1. **Identify the Conflict** – what is it that you have and what do you want? This helps keep you focused, depersonalizes the situation, and minimizes the intensity of the conflict.
2. **Determine the Requirements** of a successful resolution – What needs do you have that must be met before you agree to a solution? What will the result of a good solution look like?
3. **Determine your WATNA and BATNA** – To maximize your ability to negotiate you will need to understand your alternatives to a negotiated solution.
 - a. **WATNA** – Worst Alternative to a Negotiated Agreement: Ask yourself what is the worst that could happen if you can't reach an agreement and use it as a motivator to negotiate.
 - b. **BATNA**– Best Alternative to a Negotiated Agreement: Ask yourself what is the best thing that could happen if an agreement can't be reached. Use this information to increase your negotiating confidence and measure the quality of the proposed agreement.
4. **Introduce the Issue** to the other party and arrange a time for discussion – It is essential that your opening statement be non-judgmental and framed as a mutual problem. It reduces the perception of being competitors and reminds everyone that they are partners.
5. **Identify needs** – Each party outlines what he or she needs. This focuses the attention away from positions or solutions and onto the needs that must be met for a successful resolution. This is where you will need to use listening and questioning skills that will lead the discussion to finding common interests.
6. **Review** – Make sure all the statements are accurate and understood by all the parties. This is opportunity to fine tune your requirements (maybe soften some of them) or redefine the conflict.
7. **Explore assumptions** about what is causing the conflict and identify invalid ones. Look at what is contributing to the conflict, determine which, if any, of these causes can be eliminated, and correct any misinformation. A common understanding of the situation will result in better solutions that meet everyone's needs.

8. **Create a Solution.** Brainstorm ideas and evaluate them. Select one that meets all the identified needs.
9. **Evaluate** the solution once it is implemented to make sure that it is working in reality and that the requirements are being met.

External Communication: Guidelines for Marketing

The following shall be used as guidelines when marketing Willow Tree for any reason.

1. The Marketing Committee shall be responsible for creating a marketing plan for Willow Tree Family Center. They are ultimately responsible for updating the website and marketing using social media, the official Willow Tree Family Center newsletter, and press releases.
2. Any material published by Willow Tree Family Center that presents information about health and wellness, pregnancy, childbirth, child development, or child rearing must be factual, research-based, and approved by the Board.
3. Committees may be responsible for promoting their own events through printed materials, emails, and submissions to local event calendars. Committees may ask for assistance from the Marketing Committee in designing any materials. Committees may submit facebook/twitter posts to the social media calendar for scheduling by the marketing committee. Committees may be given access to post to social media for approved events. Committees must also submit press releases to the Marketing Committee for approval. Committees may make requests of the Marketing Committee for website updates and newsletter articles, and may submit blog posts or calendar events to the Board President/Executive Director.
4. All print and electronic media must follow the guidelines set forth under the Communication Facilities portion of this policy as well as have proper spelling and grammar. It must be free of plagiarism. It must serve the purpose of promoting Willow Tree Family Center's mission, goals, and values. It must expand public awareness, develop positive public perceptions, and support the marketing plan.
5. Any printing or postage that is not covered within a committee or program's budget must be approved by the Board President/Executive Director prior to purchase.
6. The Willow Tree Family Center logo must appear on all print and electronic media.
7. Willow Tree Family Center copyrights and owns all print and electronic publications.
8. Still and moving images which belong to Willow Tree Family Center may not be reproduced for personal gain.

Adopted July 21, 2014

9. Parents/guardians of children who may be depicted in still or moving images must sign a photo release before the image is used in any promotional materials.
10. Utilize the following tagline: "A Place for Pregnancy, Birth, and Beyond"
11. Utilize the following fonts: Calligraphiti and Handlee – these can be downloaded from Google.
12. Utilize the following colors: Colors can be accessed via Adobe Kuler
(kate@willowtreefamily.com / gbcrocks)



	Light Green	Dark Green	Medium Green	Dark Purple	Light Purple
RGB	159 227 84	45 74 13	98 150 40	65 5 74	136 40 150
CMYK	30 0 63 11	40 0 83 71	35 0 73 41	13 93 0 71	10 73 0 41
HEX (web)	9FE354	2D4A0D	629628	41054A	882896

13. Use official letter head, invoices, and receipts when corresponding with the public.
14. Utilize the following elevator speeches when speaking about the Organization:
 - a. Elevator Speech – short: Willow Tree Family Center is a not-for-profit organization that serves pregnant women and young families in the Greater Lansing Area. Its mission is to grow strong, empowered families by assisting them in accessing local resources and providing support groups and educational services for pregnancy, birth and beyond.
 - b. Elevator Speech – longer: Willow Tree Family Center is a not-for-profit organization that serves pregnant women and young families in the Greater Lansing Area. Its mission is to grow strong, empowered families by providing support groups and educational services for pregnancy, birth and beyond. Willow Tree works to integrate medical, educational, and social resources by facilitating communication between these fields and by helping families access them. Additionally, Willow Tree provides services such as childbirth, parenting, and nutrition classes, a provider directory, a blog and newsletter, a lending library, access to alternative healthcare providers, and various free support groups for parents based on their needs.

Adopted July 21, 2014

15. Website: www.willowtreefamily.com
Facebook: www.facebook.com/willowtreefamily
Twitter: www.twitter.com/miwillowtree

Adopted July 21, 2014