

## PR Media and Marketing Kit Checklist

CORE provides the following communication resources and assets to incorporate into your internal and external communications and PR. The following items are housed on the Exclusive Corporate Partner Resource Center: <https://coregives.org/partner-resource-center/>

### CORE Information:

- ☐ Mission Statement
- ☐ Boilerplate (includes expanded and brief boilerplates)
- ☐ About CORE one pagers
- ☐ 2021 Infographic
- ☐ CORE Branding one pager
- ☐ CORE logos and usage guidelines
- ☐ CORE Key Messaging Points

### Press Release Templates:

- ☐ Campaign Press Release
- ☐ Evergreen Press Release

### Marketing Materials / POP

- ☐ Images: Stock and CORE families
- ☐ Social media posts
- ☐ Promotion Customizable Poster
- ☐ Check insert
- ☐ Server apron card
- ☐ CORE Video
- ☐ Fundraising Thermometer

### Impact Stories

- ☐ Employee
- ☐ Child
- ☐ Spouse

### Employee Support Materials

- ☐ Employee Training Guide: About CORE and why we support
- ☐ Employee Communication for Operators
- ☐ Operator Educational Sheet
- ☐ CORE Back of the House posters

