



Questions and Answers

Question: Why was it necessary to create a new brand?

Answer: The NCPG Strategic Directions Task Force spent many months researching and analyzing member feedback and trends in the field of philanthropy, charitable gift planning, and fundraising. The recommendation to establish a new, more inclusive brand was featured in a comprehensive report published in 2007. The report can be downloaded at www.pppnet.org.

Question: Is this just a name change?

Answer: This endeavor represents much more than a simple name change. The rebranding effort is designed to ensure that the Partnership is relevant to members—and to the field of practice. To learn more, you may visit the Partnership's [brand introduction site](#).

Question: Are we expected to change the name of our council?

Answer: While we hope that you will use the new brand to support your local council, you are not required to change your council name in order to affiliate with the new brand. Information regarding the brand—and how councils can incorporate it into their local activities—is available in the Brand Standards Guide.

Question: Are there specific guidelines to help us select a new council name?

Answer: Yes. The Partnership has developed a [Brand Standards Quick Start Guide](#) that outlines how you can best link your council to the new brand. The steps involved in changing your council name are outlined in the [Council Resources](#) section of www.pppnet.org.

Question: Will we have access to the logo and brand materials for local use?

Answer: Yes. Logos and marketing material templates are available for download in the [Council Resources](#) section of www.pppnet.org.

Question: Are there any resources available to help my council promote the brand?

Answer: Yes. Planning guides, calendars, marketing material templates and many other resources are available in the [Council Resources](#) section of www.pppnet.org.

Question: How can I quickly share the new brand with council members, charities, local media, etc.?

Answer: The Partnership has several resources to help you promote the new brand. A comprehensive brand introduction Web site and press releases are available in the [Media Center](#) at www.pppnet.org.