

THE WAG WAY

<p>WAG is:</p> <ul style="list-style-type: none"> The definition of "The WAG Way" 	<ul style="list-style-type: none"> Positioning Statement Tag Line Individual program descriptions and tag lines as appropriate
<p>How we "Speak WAG"</p> <ul style="list-style-type: none"> Daily life Direct contact with customers 	<ul style="list-style-type: none"> Guidelines for Interactions with the Public How we talk with our customers How we talk with customers and visitors in the Shelter How we talk with customers on the phone (procedures) How we deal with crises (communication tools and crisis debriefs)
<p>How we "Write WAG"</p> <ul style="list-style-type: none"> Brochures Newsletters and E-newsletters 	<ul style="list-style-type: none"> Positioning Statement Brand Promise Key Messages Guidelines for Interactions with the Public Writing Process (2 person process – 1st draft, edit, final)
<p>How we "Present WAG"</p> <ul style="list-style-type: none"> Special events Public speaking lobbying 	<ul style="list-style-type: none"> Guidelines for Interactions with the Public Positioning Statement Key Messages Brand Stories Visuals – handouts, PowerPoint, DVD, photos, etc Writing Process (2 person process – 1st draft, edit, final) Testimonials
<p>How WAG "Looks"</p>	<p>Graphic Standards</p> <ul style="list-style-type: none"> Logo Colors Fonts Templates and Stationary Set Signage/ Facility <p>Web Standards</p> <ul style="list-style-type: none"> Revisit all aspects of the website Purpose Wire Frame Graphics Content Recruit pro bono consultant

