



SUPPORTING ORGANISATION BRIEFING

Supply of Material for www.nationalfamilyweek.co.uk

As a valued supporter of National Family Week, we would like to provide your organisation with its own dedicated profile page on the National Family Week website and to publicise any events or activities that you are running around National Family Week. We are very happy to do this at no cost (for not-for-profit supporting organisations). This briefing is to advise on what content you could include and the best way to supply it.

We would also be very pleased if you were able to establish a link to the National Family Week website from your own organisation's website – ideally the homepage, and to promote National Family Week on your site where possible. This document outlines the resources available from National Family Week to help you to do this.

About www.nationalfamilyweek.co.uk

The National Family Week website is an interactive, family focused hub of information and online resources. Some of the main features will include an extensive database for local/national events and activities (with regional search capabilities), online competitions and content specific to each of the various National Family Week 'theme days' such as offers, promotions, learning modules and other online activities.

Working with a selection of some of our supporting organisations (such as yours), our aim is to help in publicising your involvement in National Family Week, promoting your organisation's goals and objectives and highlighting any specific events and/or activities that you will be conducting, linked to our national event database.

Provision of basic website content

To assist us in establishing a short online profile, please refer to the list of requirements below. Please note that profile pages are generally reserved for the national/umbrella organisation, and not meant for individual or regional branches / offices.

At a minimum, we would ask that our Supporting Partners provide:

- Your organisation's logo.
- An endorsement quote (please limit this to one paragraph, no more than approx three sentences, plus who we should attribute this to - ideally your Chief Executive).
- Basic organisation information including outline of your family-friendly activities/services. (Suggested length approx 500 words max).
- We would be pleased to place images (that you supply) alongside your text. See below for technical specifications, ensuring that National Family Week has copyright permission to use any provided images in this context.



The information that you provide may be updated regularly, and will be used within the following areas of the National Family Week website:

- Individual organisation profile page.
- Partners & Supporters summary page (logo / listing)
- Partners & Supporters index (listing)
- Event/activity map (listing of events/activities)

For an example of a typical organisation profile page, please visit the following link:
<http://www.nationalfamilyweek.co.uk/page.Partners-Profile&id=86>

Your profile page will also be linked from numerous sections of the site that are particularly relevant to any activities and/or events that your organisation is running in conjunction with National Family Week.

Importantly, your organisation's engagement with National Family Week (and our website) is not limited to the above areas. Our team is always eager to discuss any other ideas or suggestions you may have that will increase your exposure and provide family-oriented content (e.g. news articles) or resources to participants of National Family Week.

Technical specifications for content provision

When providing content for the website, please note the following specifications.

Type of Content	Specifications
Text / Wording	Provide as MS Word document (.doc or .docx), or plain text document (e.g. .txt).
Logos	Preferred format is JPG or EPS. Other acceptable formats include TIFF, GIF, PNG or BMP. Please send high quality files (our developers will compress for web after resizing appropriately).
Images	Please send all photographs in JPG format. Alternatively we can accept BMP or TIFF. Photographs should be at least 800 x 600 in size. If you send photos, we understand that you have obtained copyright permission for us to use these images in promoting your company in relation to National Family Week.
Video	Please provide video content in MPEG, MOV or AVI format. Resolution should be sufficient for compression to video streaming (absolute minimum 320x240).

We can receive emails up to 5MB in size. If the materials exceed this size, please call us for FTP details.



Content management (and adding your events)

Using the initial information you provide, your profile page will be setup by our web team at National Family Week. To manage your profile information (future updates) and to register your events for National Family Week, you will be registered with our website and provided a login and password. This will allow your organisation to manage the information that is available to families via the local/national events database, one of the key features of the website.

Details of your registration, along with simple instructions on how to manage your profile and events will be provided.

Reciprocal website promotion

The success of the National Family Week online campaign relies on as many of our partners and supporting organisations as possible to help spread awareness of National Family Week.

We ask that in return, your organisation becomes actively involved in promoting National Family Week in as many ways as possible via your own website. This could be through prominently placed homepage features, editorial content or news articles, listing of specific National Family Week events in your online calendars, strategic placement of banner adverts, or even creating a National Family Week dedicated area within your website. We also have a short 3-minute video demonstrating just some of the support for National Family Week that you could upload or link to from your site.

In addition, consider utilising your company intranet (if available) to promote National Family Week internally to your staff and colleagues. Content will be provided to you to use.

All online promotions should correspond with any offline promotion or marketing initiatives undertaken.

Partner Zone (Online Resources)

A range of tools and resources are currently available for download from the National Family Week website (refer to the Partner Zone section). This includes both static and animated web banners of differing sizes, National Family Week logo graphic/artwork and style guides. Further resources will be produced in the future.

Should your organisation require specific or bespoke resources, please contact the team at National Family Week who will be happy to discuss options with you.

Please refer to the resources page at the following web address:

<http://www.nationalfamilyweek.co.uk/section.Resources>



Note: This area is password protected. Access can be obtained by registering your organisation for a Partner Zone account (your password will be emailed to you immediately).

The Partner Zone is restricted to not-for-profit groups including community, statutory, charitable, educational, sporting and faith organisations, as well as National Family Week's commercial and promotional partners. For-profit entities such as companies or businesses are **not permitted** to access these resources.

Further Information

Please contact the National Family Week team if you have any comments, questions or requests regarding the National Family Week website, or any of the planned events and celebrations.

Phone: +44 (0)20 7871 0189
Fax: +44 (0)20 7871 0101

Email: info@nationalfamilyweek.co.uk
Web: www.nationalfamilyweek.co.uk