

Communications Training

Julian Lorentz, Communications Manager



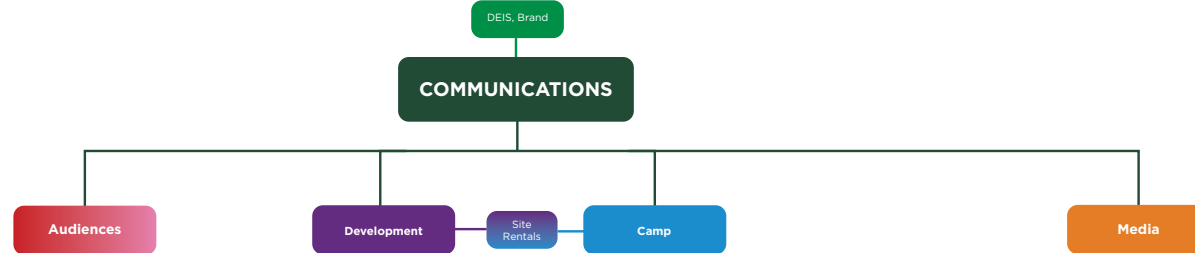
DEIRDRE SHIPSTEAD | APRIL, 10, 2025

Flowchart: Communications for All



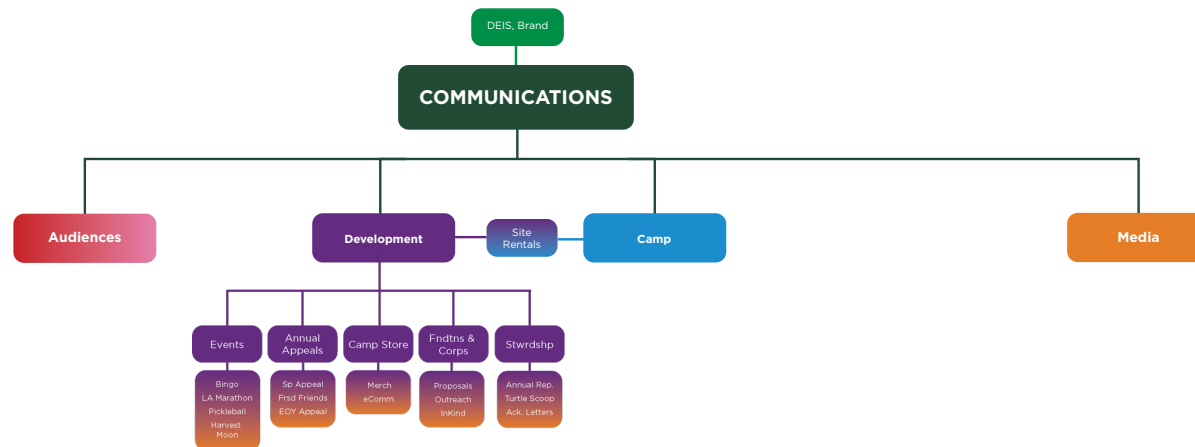
STRATEGIC PLAN FLOW CHART: COMMUNICATIONS

SeriousFun Children's Network



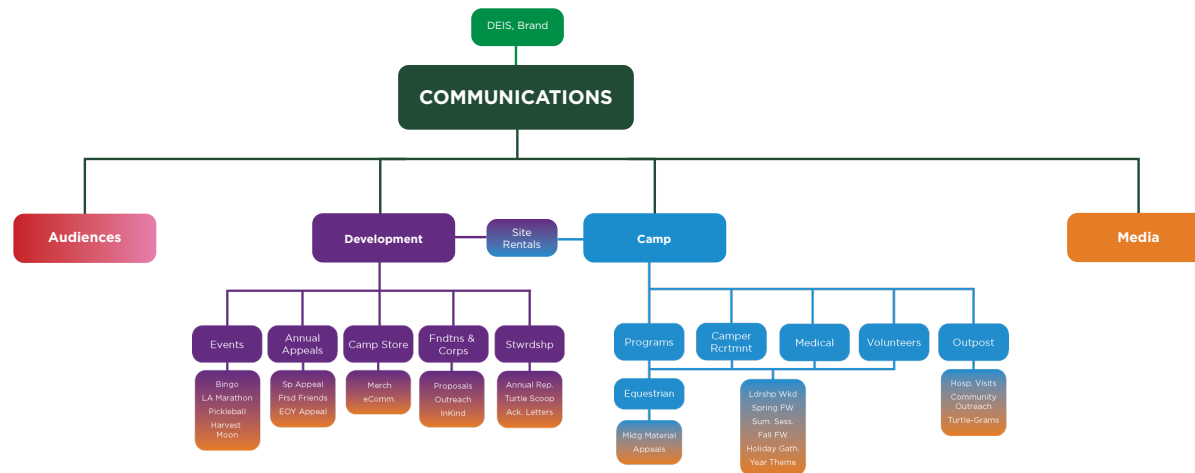
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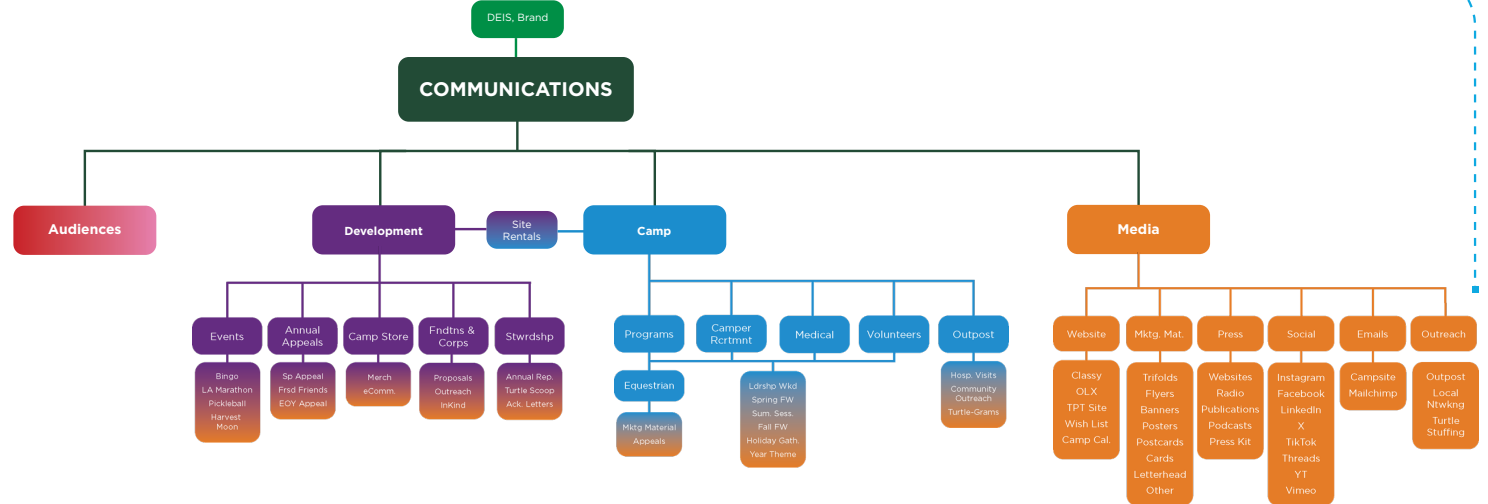
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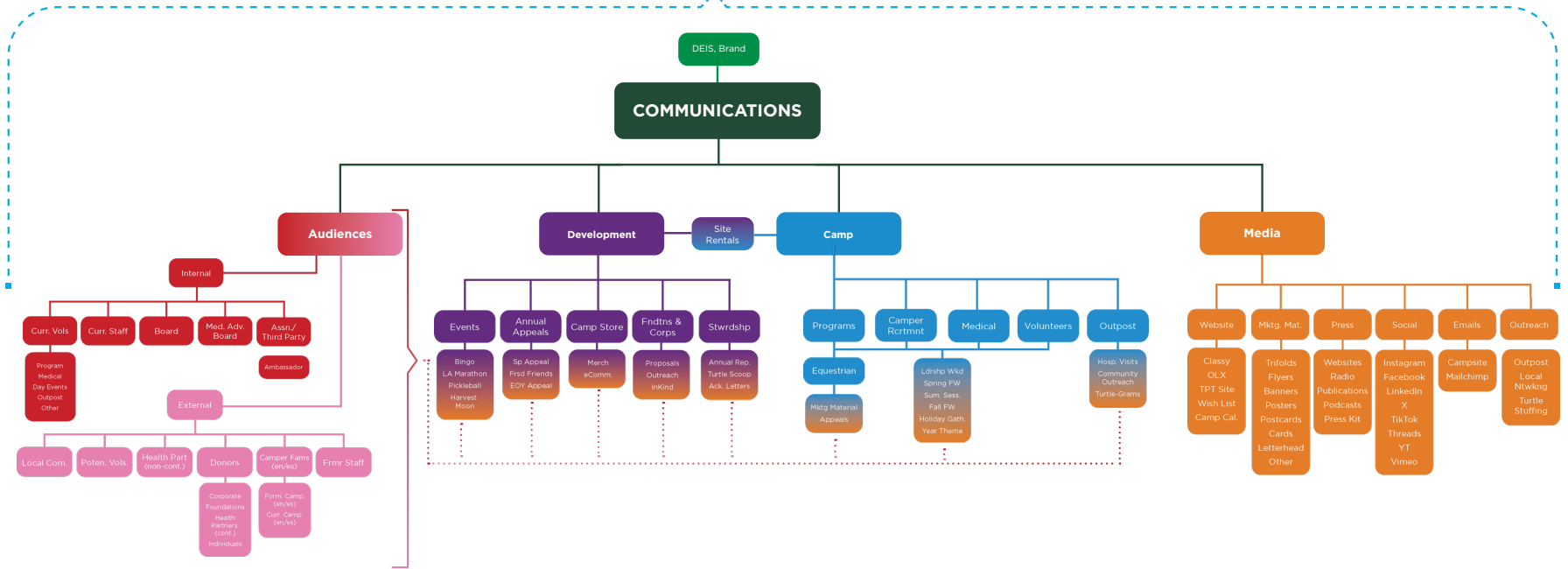
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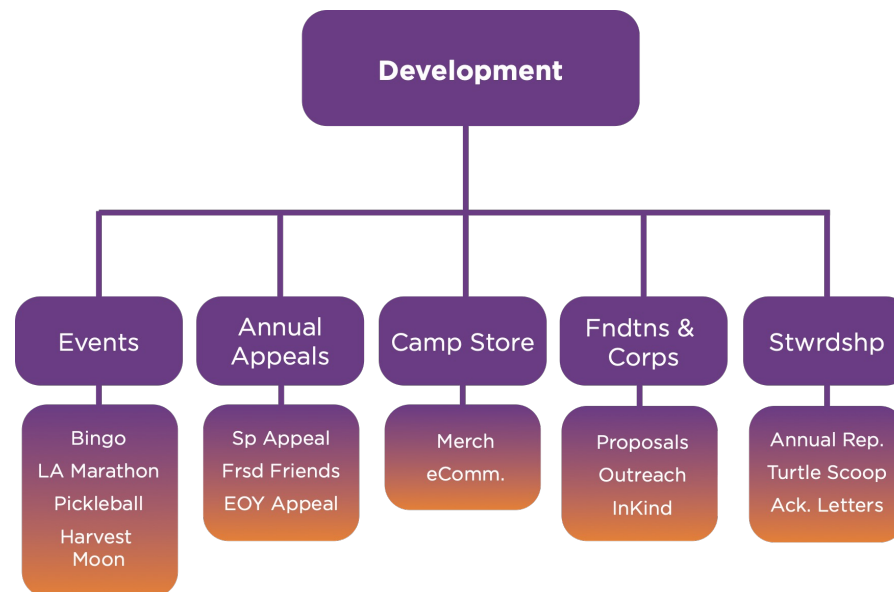


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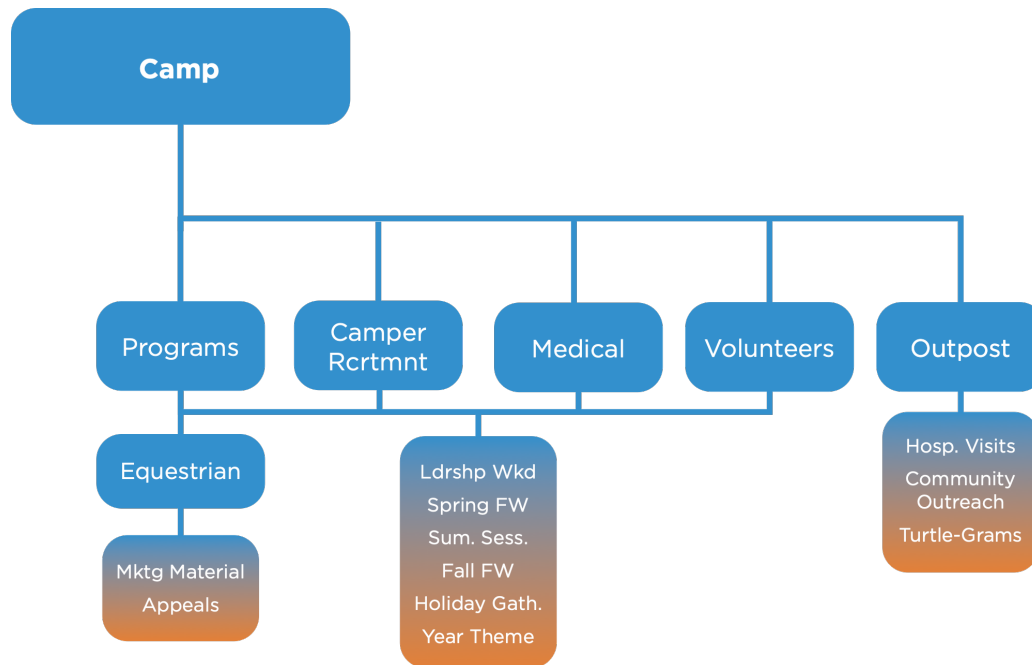
SeriousFun Children's Network



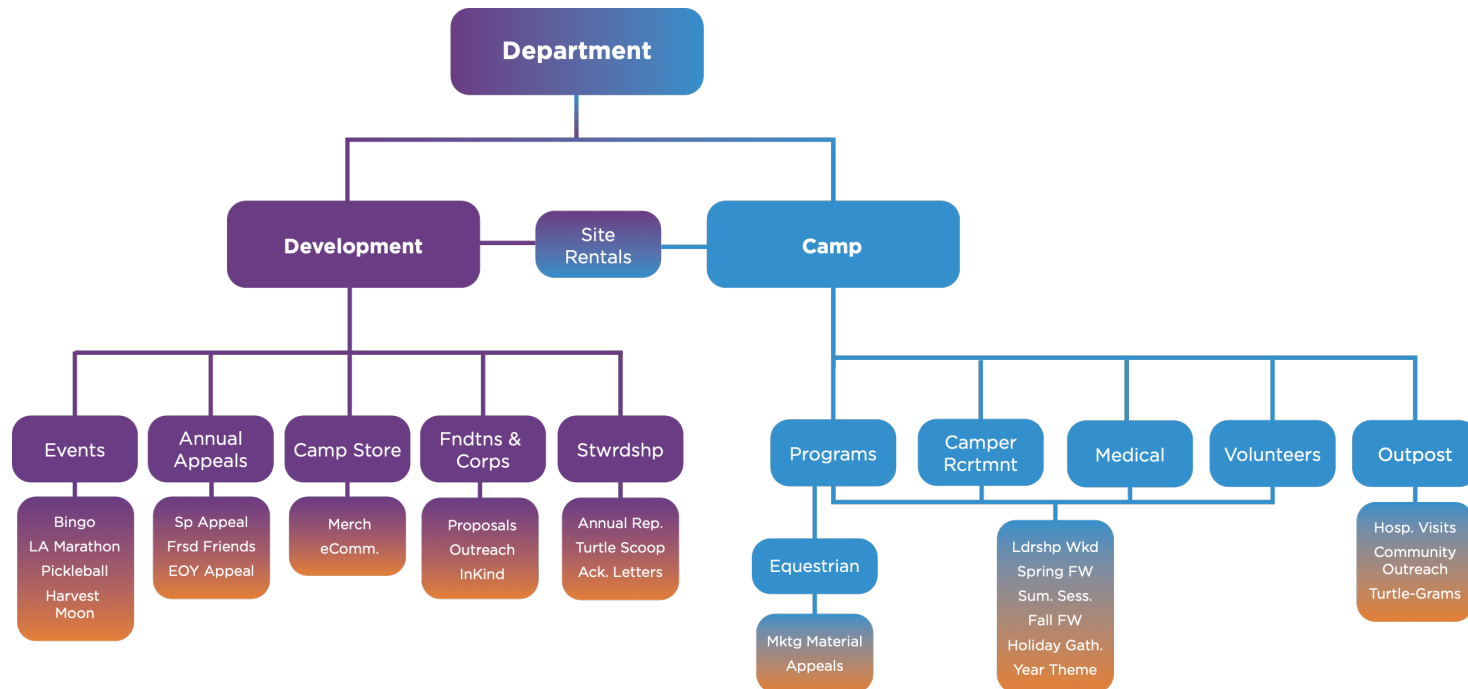
Development



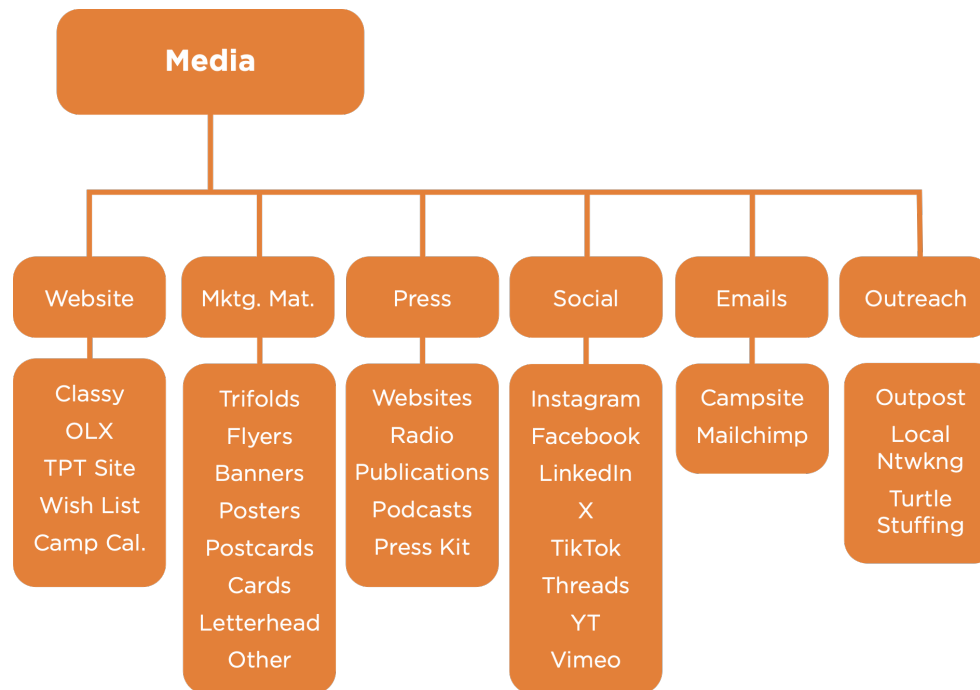
Camp



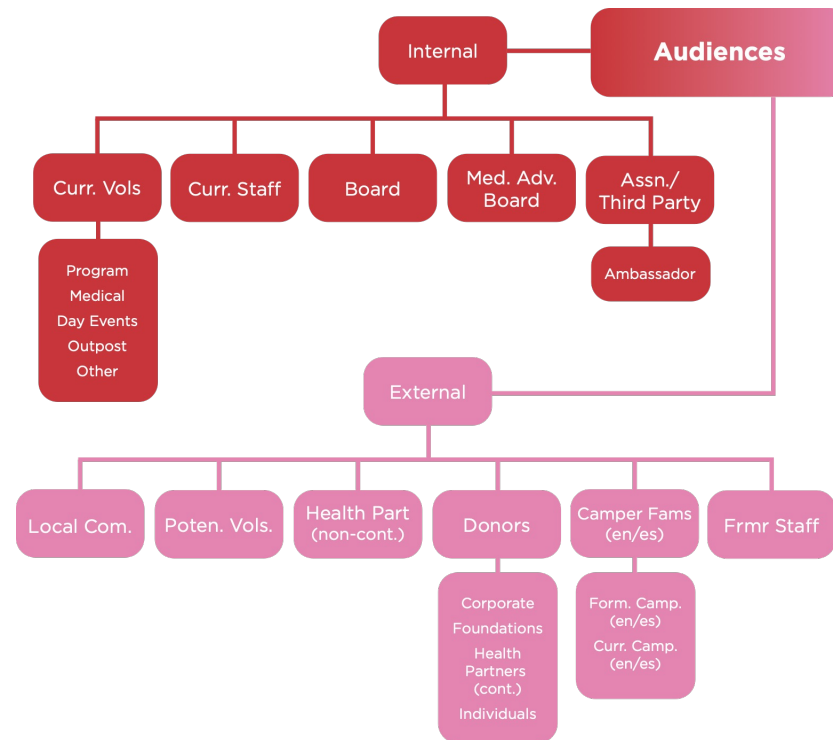
Department



Media



Audiences



Building Awareness & Amplifying Our Message

Building Awareness & Amplifying Our Message

Decisions Based on Data, Listening & Learning

- Study the data
- Understand where we can improve
- Listen and learn from staff and community

Build Awareness Through

- Creating informative, engaging content and [Targeting Outreach by Audience](#)
- Consistent [Social Media Content](#) and engagement
- Consistent brand exposure

Our Brand & Voice

Our Brand & Voice

Our Mission

The mission of The Painted Turtle is to provide a year-round, life-changing environment and authentic camp experience for children with chronic and life-threatening illnesses. The Painted Turtle supports children's medical needs, inspires them to reach beyond their illnesses, and provides care, education, and respite for their families. All campers and families attend completely free of charge.

Our Brand & Voice

Vision Statement

To bring the magic of Camp to as many as possible, creating a community of joy, courage, and belonging.



Our Brand & Voice

Core Values



Heart

Operate with intention from the heart.



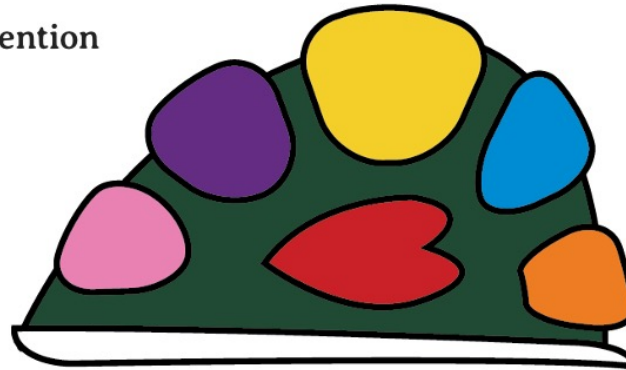
Vision

Strive towards a greater vision by pursuing growth, exhibiting leadership, and embracing the power of new ideas.



Community

Work as a community to create impactful change.



Compassion

Serve with compassion to foster a supportive and inclusive environment.



Trust

Build trust by acting with integrity, reliability, and mutual respect.



Courage

Embody courage: be bold, be creative, be our best selves!



Joy

Choose Joy.

Our Brand & Voice

Core Values Statement

The Painted Turtle community evokes positive and impactful change through a trust that holds us accountable to the graceful understanding represented by our compassion. The courage to stand up for our vision is at the heart of our intentional leadership; and so we are joyful in each and every present moment.

Our Brand & Voice

How to Refer to The Painted Turtle

- In all print publications, mailings, brochures and other official printed and electronic materials, where you need to include the complete name of the organization, use the following name:
“The Painted Turtle”
- Subsequent references: “The Painted Turtle, A SeriousFun Camp” or “Camp”
- Avoid abbreviating “The Painted Turtle” in our formal print and online documentation. If you must shorten it, please use “TPT” and not “PT”

Our Brand & Voice

Key Messaging: What We Always Want to Convey

- Providing life-changing opportunities to children with serious medical conditions and their families
- More than Camp, a place where kids with serious medical conditions can just be kids
- Giving kids the opportunity to celebrate the simple joys of childhood
- Free of charge to campers and families. The Painted Turtle is supported entirely by donations and fundraising efforts of individuals, foundations, corporations, and community groups

Our Brand & Voice

Key Messaging: What We Always Want to Convey

- Kids come away with sense normalcy, and an understanding that their illness is a part of them but doesn't define them. Parents come away with connections, information, and a common bond with others going through the same thing
- Year-round programs available for campers and families - Summer Sessions, Family Weekend programs, and Hospital Outreach Program - Outpost (bringing the magic of The Painted Turtle to hospitals and clinics throughout California)
- Making a lasting/life-long impact by offering children a place to build a community where they are not alone in their illness

Our Brand & Voice

Key Messaging: What We Always Want to Convey

- Challenge by Choice, empowering kids to gain independence and have the ability to make their own choice
- Paul Newman & SeriousFun Children's Network: We're part of a global network of medical specialty camps founded by Paul Newman

Know your audience and adapt messaging accordingly

Our Brand & Voice

People-First Language

- We must use people-first language when referring to our campers

Examples:

- Correct: “child with hemophilia”
- Incorrect: “hemophiliac”
- Correct: “children with serious medical conditions”
- Incorrect: “wheelchair-bound children”

Our Brand & Voice

Words and Phrases We Do Not Use to Describe Medical Conditions

- Children suffering from medical conditions
- Seriously ill child, seriously ill children (or any phrase that puts the medical condition before the camper)
- Hemophiliac, diabetic (or any term that aims to identify a person based on their diagnosis)
- Terminal, damaged, handicapped, disabled
- Victim
- disorder (e.g. use “craniofacial condition” rather than “craniofacial disorder”)

Our Brand & Voice

Medical Condition Language We Can Use to Describe Our Work

- Children with serious medical conditions
- Kids with serious medical conditions
- Life-threatening medical conditions
- Life-threatening illnesses
- Life-threatening diseases
- Chronic conditions

Our Brand & Voice

Medical Condition Language We Can Use to Describe Our Work

- Children with special medical needs
- Children with life-altering medical conditions
- Children facing medical conditions
- Children coping with serious illness
- Children affected by serious illness
- Child who uses a wheelchair



Our Brand & Voice

When to Capitalize the Conditions We Serve

- Capitalize medical conditions we serve only when describing a session (Kidney session, MPS session, etc.)
- Do not capitalize medical conditions when stating who we serve: “We serve campers with kidney transplant and disease, liver transplant, etc.”
- Partially capitalize medical conditions when the official name of the condition requires (i.e. von Willebrand factor)
- Capitalize medical conditions on the Camp Calendar

Our Brand & Voice

The Following Programs Are Always Capitalized

- Family Weekend programs (i.e. Kidney Family Weekend, etc.)
- Summer Sessions
- The Painted Turtle Outpost, our Hospital Outreach program



How We Collect & Share Stories

How We Collect & Share Stories

How We Collect Stories

- Shared moments from Camp Programs
- Survey data
- [Family Story Questionnaire](#)
- [Community Story Bank](#)
- [Evernote Quote Database](#)



How We Collect & Share Stories

How We Share Stories

- [Turtle Scoop quarterly newsletter](#) (email, website)
- [Annual Report](#) (website, print)
- Campership (website, email, print, social)
- EOY (web, print, social)
- Fireside Friends Monthly Giving newsletter (email)
- [Camp stories](#) (website)
- Shared from Programs (website and social)



Highlights from The Painted Turtle's Young Adult Leadership Weekend

We officially kicked off our 21st year in February with our second Young Adult Leadership Weekend "Under the Big Top" with 31 former campers aged 19-25 and 4 caregivers. It was a fun filled weekend as we welcomed back campers representing every year since we opened our gates in 2024! [Click here](#) for just a sample of some of the highlights from the weekend!

GIVE THE GIFT OF CAMP!

Logos & Fonts

Logos & Fonts

Official Logos

Banner logo



Primary logo



Secondary logo

Do not use on white background



Merchandise logo

Logos & Fonts

Logo Colors & Use



- If our logo is requested for use by an external party, it must be delivered in its original format (digital or print, depending on purpose) and cannot be altered in any way



Logos & Fonts

Official Fonts

Averia Serif Libre

- Main font for titles, headers, and other highlighted text

Gotham Regular

- Alternative font for titles and headers

Gotham Light, Book, Regular

- Primary font used in the body of collateral materials

Palatino Linotype

- Font used in formal correspondence, forms, and other text-heavy documents (i.e. acknowledgement letters, staff manual, letterhead, policy documents, etc).

Calibri

- Font used for emails, email signatures and in the body of presentations.

Social Media

Social Media

Official Platforms:



[Social Media Content Calendar](#)

- Facebook user age range: 25-34
- Instagram user age range: 25-34
- Primarily from greater Los Angeles area
- Most active on social between 2-5pm PST
- Audience: Campers, families, volunteers, medical community, health partners, vendors, alumni, staff, event attendees, and prospective TPT participants

Primary hashtags:

#ThePaintedTurtle
#SeriousFun
#ThePaintedTurtleOutpost
#TeamTurtle
(Athletic events)
#FamilyWeekend
#Volunteer
#SummerCamp

Social Media

Protocol

Non-political and secular approach:

- The Painted Turtle is a non-political and secular organization
- Avoid discussions on political, religious, or controversial topics
- The Painted Turtle won't share/create content outright about any federally recognized holiday



Social Media

Protocol

Resharing:

- Do not repost/reshare advertisements, medical studies, or resources for campers unless officially requested through the Director of Development or Executive Director
- Reshare posts from partners who tag us, if applicable

Social Media

Protocol

Language usage:

- Use "The Painted Turtle" over "Camp" whenever possible.

Content approval:

- Share content with relevant individuals (staff members, highlighted volunteers, organization) for approval before posting
- Send all posts to co-founders for final approval

Social Media

Protocol

HIPAA compliance:

- Blur nametags on campers to comply with HIPAA regulations
- Family members must also have their nametags blurred

Use of Names:

- Do not use camper names in posts unless approval is obtained from both parents and The Painted Turtle

Social Media

Protocol

Photography policy:

- Adhere to The Painted Turtle's DO NOT PHOTOGRAPH policy
- Do not use any photo containing sensitive information
- When possible, try to avoid featuring logos on clothing in the background that would tie us to a certain brand unless of course it is a brand who supports us like SeriousFun, Newman's Own, Delta Zeta, etc.
- Check for safety in photos – ex. life jackets on properly, equestrian guidelines being followed, harnesses in place, etc.

Social Media

Protocol

Staff:

- If you would like to share a photo of a camper or family, please do not use your personal photos
- Share one of the posts from our official social media platforms



Media Inquiries

Media Inquiries

Response Protocol

- We never want to ignore inquiries or say “no comment.” Instead, we always want to defer to the media point person to guarantee accurate messaging
- Collect reporters contact information, reason for inquiry, and deadline
- Inform reporter that the appropriate person will get back with them as soon as possible
- Forward information to Julian via email and phone call and please CC April ([media response protocol pdf](#))

Crisis Communication

Crisis Communication

Identify Major Communications Needs in a Crisis:

- Crisis Occurs
- Camp emergency procedures invoked
- Analyze the crisis – Executive Director
- Assemble the Crisis Communications Team – Executive Director
- Follow Up – Crisis Communications Team

How Can We Help?

How Can We Help?

Videos:

thepaintedturtle.org/camp-videos

- The Painted Turtle – Our Story – great intro video
- One Campers Story – strong impact story on what camp does for kids
- In the Now – great video for volunteers and staff recruitment
- Through the Eyes of a Camper – great for camper recruitment
- A Place Where Kids Can Just be Kids
- This is The Painted Turtle

How Can We Help?

Communications Resources:

thepaintedturtle.org/communications

- Request forms
- Design tools, templates, and style guides
- Policies and releases
- Crisis Communication response and media protocol
- Stats and demographics

