

MARKETING & COMMUNICATIONS

In 2014, Arizona Humanities rebranded. We dropped “Council” from our name and launched a new logo and website. The fresh eye-catching look is less-governmental and has helped connect us with new audiences. Since then, we have continued to rebrand, aligning messaging/programs to our new brand, current trends, and the AH’s strategic focus. Marketing and Communications works to expand public knowledge and appreciation of Arizona Humanities programs and their impact across the state. We do this through sharing our organization’s story and impact, promoting AH programs, and also cross-marketing partner programs.

Website

The Arizona Humanities website is azhumanities.org and was redesigned in 2014. Created in the WordPress platform, it allows for complete communication integration with print, web, and social media. The website is responsive (easy to view on a smartphone or desktop), dynamic, and a place for visitors to find a program or project directors to find grant resources. The most popular (i.e. most visited) pages are the Grant Opportunities pages and AZ Speaks pages, which means that many of our users are project directors looking for grants and program resources for their organizations.

E-Communications

Arizona Humanities uses Constant Contact to communicate with over 6,000 subscribers. We collect email addresses through our website and social media, surveys at programs, grant workshop registrations, and more. Our monthly newsletter, *Humanities Now*, highlights grantee programs and other special events, as well as AH news and humanities articles. *Humanities Happenings* is a once-monthly e-blast sent to subscribers interested in Arizona Humanities programs, and includes a full list of all programs supported by AH or produced by AH. Additional e-blasts are targeted to project directors for grants deadlines and news, as well as Authors Nights and other program initiatives.

Marketing Materials

Arizona Humanities utilizes professional marketing materials to promote awareness of our mission, programs, and resources. Materials include: fliers, folders, letterhead, Annual Reports, promotional items (bags, pens, postcards), portable banners and table-covers for programs and events. In 2016 we created a simple yet effective 3”x8.5” rack card that captures our mission, what we do, and how to get involved. It is easy to hand out at programs and events.

Logo

The Arizona Humanities logo must appear on any and all marketing materials of programs funded or supported by AH. The logo(s) are available to download on our website. We provide logo and acknowledgement guidelines that explain how to use (and how not to use) the logo, and how to acknowledge AH. These guidelines are shared with grantees, AZ Speaks host organizations, and other program partners that receive AH support.

Social Media

Arizona Humanities maintains three regular social media accounts to engage program attendees, partners, grantees, donors, and youth:

- **Facebook** (fb.com/azhumanities): Shares programs, events, humanities news and articles, AH news, grantees, partners
- **Twitter** ([@azhumanities](https://twitter.com/azhumanities)): Shares short, simple messages about AH events and programs, humanities news, connects with partners, grantees and other organizations
- **Instagram** ([@azhumanities](https://instagram.com/azhumanities)): Shares visual images and “behind-the-scenes” moments of programs and events in action, along with upcoming programs and events.

