

Policy Direction – Paid and Unpaid Advertising

Rationale and Relationship to Vision, Mission, and Values

As per MS Canada values, MS Canada adheres to the highest standards of quality, transparency, and accountability to members and donors. To uphold these standards, MS Canada commits to purchase advertising only under specific guidelines and approvals.

Policy Objective

The purpose of this policy is to protect advertising space and time donated to MS Canada, but also to recognize that the purchase of space and time may be necessary for some administrative and promotional advertising.

This policy ensures that the purchase of advertising, at all levels of the organization, is done within specific guidelines and approvals that provide flexibility while at the same time ensure fiscal responsibility and an appropriate return on investment.

Policy Application

The policy applies to all levels and locations of MS Canada.

Authorization

The policy was first approved by the Board of Directors of MS Canada on November 20, 2009.

Policy Details

MS Canada should first and foremost consider and attempt to secure unpaid advertising. MS Canada considers advertising space that is sponsored or paid for directly by other organizations or corporations as unpaid advertising.

Where MS Canada cannot secure unpaid advertising and paid advertising proves to be in the best interest of MS Canada and its stakeholders, the Vice President Community; Vice President, Digital Strategy, Marketing and Communications; or Vice President, philanthropy may approve such purchase.

MS Canada – Policy Manual	
<i>Applies to:</i>	All volunteers and staff at all levels
<i>Frequency of review:</i>	Three years or less
<i>First approved:</i>	November 20, 2009 by National Board of Directors
<i>Last reviewed:</i>	March 31, 2021
<i>Next scheduled review:</i>	March 2024

MS Canada supports the purchase of budgeted administrative advertising to meet core business needs. Examples include but are not limited to:

- Directory listings
- “In memoriam” listings or advertisements
- Posting fees for billboard, transit shelters, etc.
- Staff and volunteer recruitment and appreciation
- Announcements of annual general meetings, special meetings or notices

It is recognized that it may be strategically necessary to purchase advertising to meet business objectives and revenue targets. Examples include but are not limited to:

Promotional Advertising:

- Recruitment / event advertising
- Brand awareness
- Leadership giving advertising

Any advertisements must be consistent with MS Canada’s *Branding and Graphic Standards* and all subsequent volumes of the Communication Guide.

Executive Champion

MS Canada Vice President, Corporate Services is the executive champion for the paid and unpaid advertising policy with the input and cooperation of the Vice President, Philanthropy, Vice President, Community and Vice President, Digital Strategy, Marketing and Communications.

Monitoring and Compliance

MS Canada’s Executive Champion is responsible for leading the monitoring of the application and compliance of this policy direction in conjunction with other members of the executive team. The Vice President, Digital Strategy, Marketing and Communications will work with appropriate staff to ensure compliance.

Related Policies, Legislation

This policy direction, along with other fundraising policy directions, forms the umbrella of policies under which fundraising activities, campaigns and events are conducted within MS Canada.

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Policy Review

The policy direction is to be reviewed at a minimum every three (3) years following approval.

- November 20, 2009 – first approved by the national board of directors
- July 2015 – revised and approved

Definitions

Executive Team – The most senior level of staff leadership within MS Canada comprised of the president and chief executive officer; presidents; senior vice-president(s) and vice-president(s). One person may hold more than one position. The president and chief executive officer may alter the composition of the executive team as required from time-to-time.

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