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How Change Happens: Mortar's integrated brand campaign for Marin Community Foundation launches with new website; advertising begins rollout

November 25, 2009 (San Francisco, CA)- Mortar, a San Francisco-based brand and communications agency, has developed a new brand position and integrated campaign for Marin Community Foundation - one of the largest community foundations in the U.S.

In October, the Mortar-designed [Marin Community Foundation](#) website went live, revealing a new face for the philanthropic organization. The accompanying campaign, aimed at prospective donors, features the tagline "How Change Happens" - a statement aimed at people who are already deeply involved in philanthropy - with the goal of showing them how their charitable efforts can have greater impact.

"MCF is making very real and very tangible impact in the community right now, and we wanted their position and their tone to reflect that" says Vikki Garrod, head of brand strategy at Mortar.

The [Mortar360](#) communications planning process helped shape almost every aspect of Marin Community Foundation's new brand - from the website to the recently launched communications campaign, which includes advertising, direct marketing, public relations and events. NPR sponsorships and 12-page inserts in the Wall St Journal will launch the campaign in November, and will continue well into 2010.

Mortar, who is also working with the Fair Trade Certified™ labeling organization TransFair USA, is noticing a trend: "We are beginning to see a lot more non-profit organizations learning to understand the value of connecting with their audiences in a direct, personal way," says Mark Williams, co-founder of Mortar. "Marin Community Foundation understood that from the get-go, making this a really enjoyable, collaborative process from the outset."

Links: www.MarinCF.org

