

# Multiple Sclerosis Society of Canada Policy Manual

## **Policy Direction – Paid and Unpaid Advertising**

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### **Rationale and Relationship to Mission, Principles and Values**

As per the MS Society of Canada (MS Society) values, the MS Society adheres to the highest standards of quality, transparency, and accountability to members and donors. To uphold these standards, the MS Society 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 the MS Society, 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 the MS Society including the national office, all division offices, and all chapters and units.

### **Authorization**

The policy was first approved by the board of directors of the MS Society of Canada on November 20, 2009.

### **Policy Details**

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

Where the MS Society cannot secure unpaid advertising and paid advertising proves to be in the best interest of the MS Society and its stakeholders, the executive director or board of directors where an executive director is not established (at chapter level), division president (at division level) or chief marketing and development officer (at national level) may approve such purchase.

The MS Society 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 the MS Society's *Branding and Graphic Standards* and all subsequent volumes of the Communication Guide.

### **Executive Champion**

The MS Society chief marketing and development officer (CMDO) is the executive champion for the paid and unpaid advertising policy.

### **Monitoring and Compliance**

The MS Society CMDO 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 CMDO 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 the Multiple Sclerosis Society of Canada.

### **Policy Review**

The policy direction is to be reviewed at a minimum every five years following approval.

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### **Definitions**

Multiple Sclerosis Society of Canada  
Policy Manual

Applies to: All volunteers and staff at all levels

Approved: November 20, 2009

Revised: July 2015

Approved by: MS Society of Canada Board of Directors

**Executive Team** – The most senior level of staff leadership within the MS Society comprised of the president and chief executive officer, division presidents, chief financial officer, chief development officer, national vice-presidents of talent, research, programs and services, government relations, information technology. One person may hold more than one position. The president & chief executive officer may alter the composition of the Executive Team as required from time-to-time.