



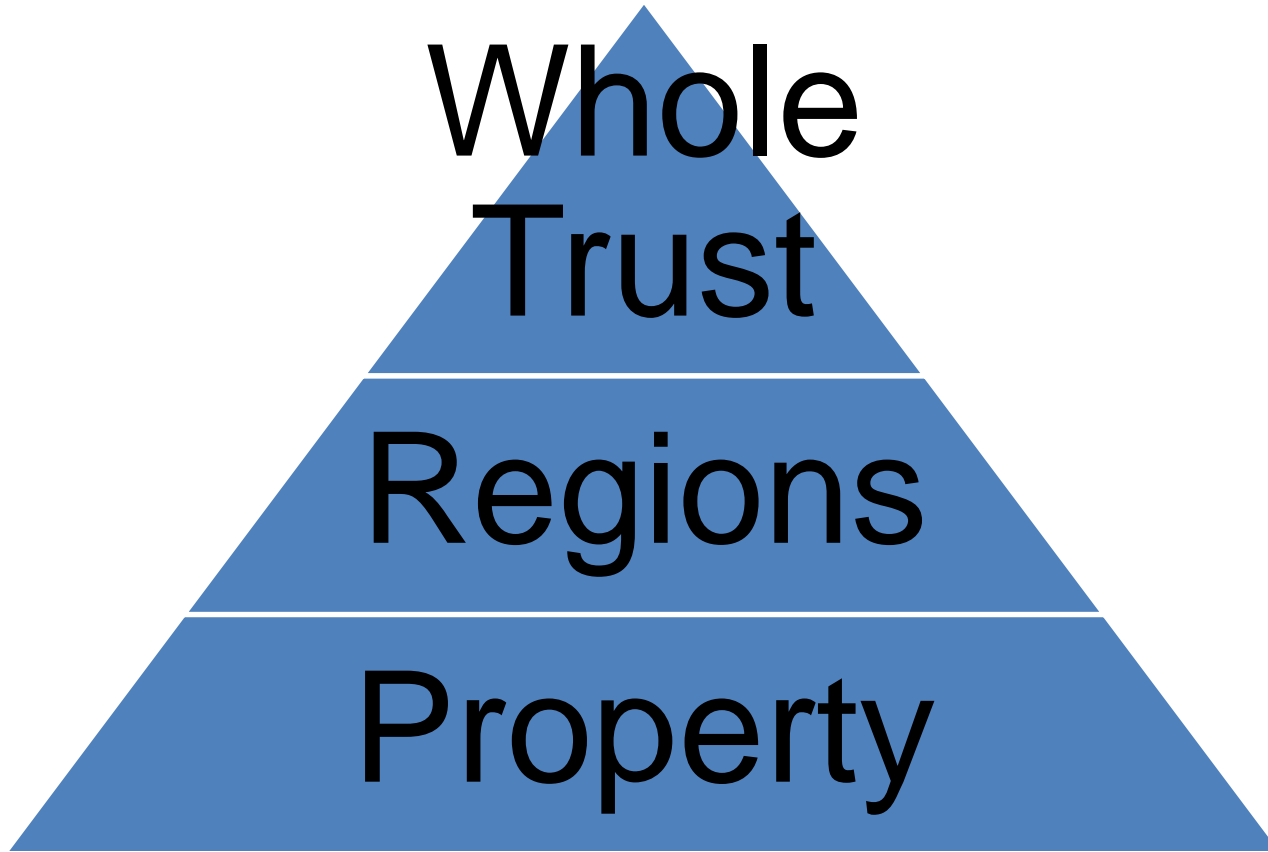
National
Trust

The National Trust

our approach to Marketing &
Communications



National
Trust





The Brand Centre



The National Trust style is designed to inspire people, by putting the supporter first, helping us to be welcoming inviting, talking in a warm and authentic way, and celebrating places. Scroll down for a summary of how we do this: for the full story, download the brand guidelines.

Logo

The oak leaf symbol, which we've used since the 1930s, is unique and very distinctive.

The logotype simply states our name. We've dropped the 'The', to make us less formal.

The oak leaf and logotype together form our logo. It can be any of our colours. The oak leaf and logotype must both be in the same colour.

A small number of high-profile campaigns and partnerships have their own logos, incorporating the National Trust logo, colours and typeface.

[Download full brand standards](#)



National Trust

The Template system



Special Places Raffle 2017

£1 per ticket

£10,000 1st prize

£5,000 2nd prize

£1,000 4th prize

£2,000 3rd prize

Plus 20 x £25 National Trust gift cards

Buy tickets today and help support

Innovative floor covering for the house

We are fundraising to purchase new conservation flooring for the Music Room and the Library Ante Room - these rooms see the heaviest foot-traffic in the whole house. Eyemats protect the floor from daily wear and tear but recreate the original appearance. Digital photographs are carefully reproduced onto a robust flooring material and laid by professional fitters. The floor boards and carpets are protected, but visitors will barely notice the difference.

Tickets can be purchased from visitor reception or one of our volunteer fundraisers.



Closing date: 6 November 2017
Draw date: 24 November 2017

To be eligible to purchase a ticket you must be over 18 years old and must not be an employee of the National Trust or World Council Limited. Full information and terms and conditions can be found at nationaltrust.org.uk/raffles. In the event that we don't raise enough funds for a particular project, raffle money from tickets purchased here will remain at this place.

The Special Places Raffle 2017 is operated by the National Trust Conservation Limited, a registered charity, and is supported by the National Trust Conservation Limited. The National Trust Conservation Limited is a registered charity, and is supported by the National Trust Conservation Limited. The National Trust Conservation Limited is a registered charity, and is supported by the National Trust Conservation Limited.



Volunteering taster day



Stourhead, Nr Mere

Saturday 21 January, 11am

Try something new, make friends, work in an amazing place and help a great cause - just four reasons to volunteer at Stourhead. Whatever your availability, interests and skills we'd love to meet you.

Join us in the Memorial Hall at 11am to discuss the opportunities.

Call 01747 841152 for details
www.nationaltrust.org.uk/stourhead
www.facebook.com/StourheadNationalTrust

Photo © National Trust Images/David Lovemore/John Millican/John Stone
The National Trust is an independent registered charity, number 202846



Take a tour of famous Stourhead

Throughout May, 11am

Your guide will share Stourhead's history of the family who created this special springtime highlights landscape garden comes to life. Subject to volunteer availability applies.

Call 01747 841152 for details
nationaltrust.org.uk/stourhead

When you visit, donate, volunteer or join to support helps us to look after special places

© National Trust 2016. The National Trust is an independent registered charity, number 202846.
Photograph © National Trust Images/David Lovemore



National Trust



'volunteering keeps me active, meeting a range of people in a truly beautiful surrounding'

Julith, Room Guide Volunteer, Stourhead

Want to try something new?

If you have a little time to give and want a new challenge then why not join our diverse team of volunteers. Our team is full of inspiring people from all walks of life who get a real buzz from working and learning together.

We are currently looking for room guides, fundraising assistants and catering assistants. Ready to get involved? Email Jean on jean.booth@nationaltrust.org.uk

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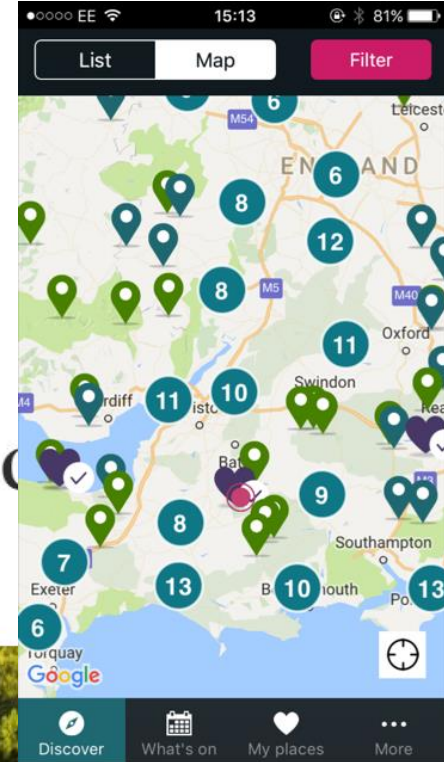
National
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Our website



Stourhead
Things to see and do

House, garden & c



Adobe Campaigns



Content Atom Entry Form

Existing Content :

Title :

Season :

Subject Matter :

Life Stage Group :

Audience :


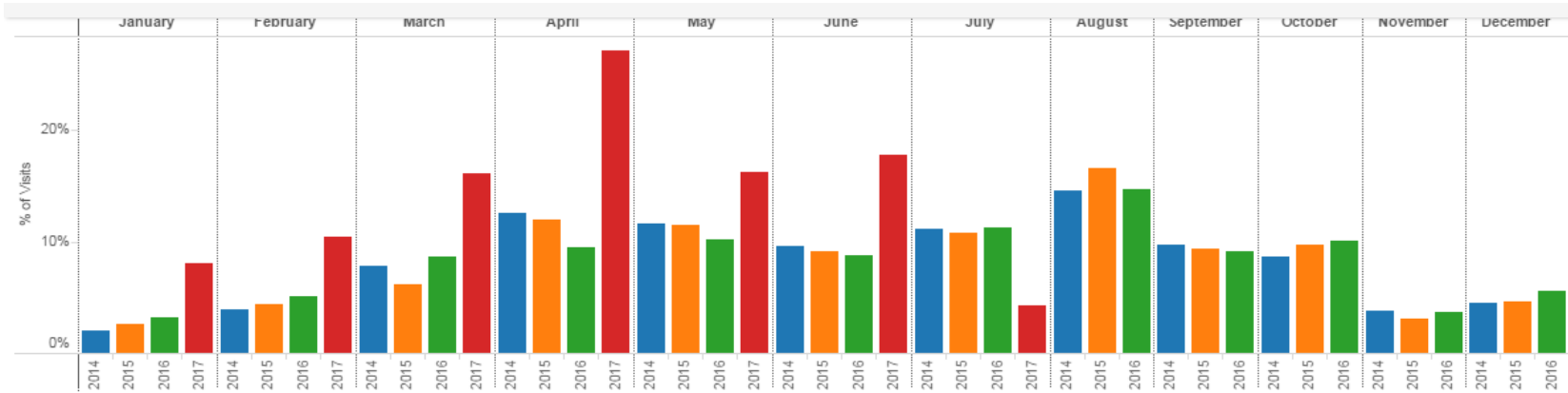
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Image Copyright :

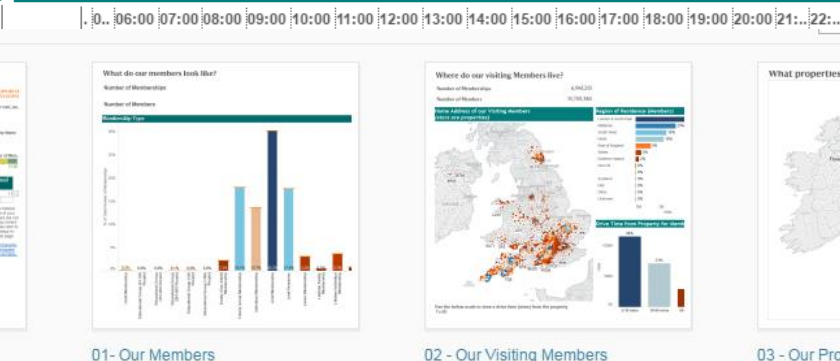
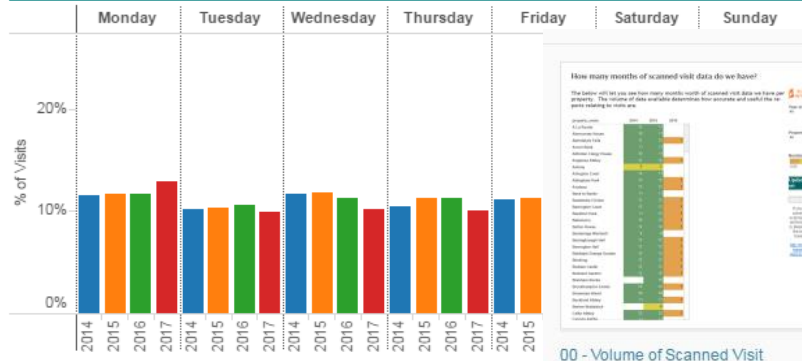


Visitor segmentation & supporter intelligence



Weekdays (Members)

Arrival Time (Members)



00 - Volume of Scanned Visit Data

01 - Our Members

02 - Our Visiting Members

03 - Our Properties





National
Trust

South West deadline schedule

Create	September	Start of Sep (date TBC)	Inspire and Discover phase programming	Submit programming for Jan – Apr 2018. Survey Monkey link will be circulated on Weekly Marcomms Update email.		Shona Owen & Lawrence Roots
		Fri 1 – Tue 5 Sep	Handbook and Groups Guide 2018	Final proof stage. Check and sign off entries via email. This is the last time to view Handbook entries before publishing.	Delivered Jan 2018	Liz Luck & Wendy Dolan
		Fri 29 Sep	Spring 2018 Near You	All ideas for articles put forward.	Delivered Jan 2018	Shona Owen
				Events Feb - May 2018. How to submit events to be confirmed.*	Delivered Jan 2018	Alice Quirke
	October	Fri 20 Oct	Traditions phase email content	Adobe atoms created for Traditions phase. Further details in cluster meetings.	Live 1 Nov	Marcomms consultants
Mon 23 Oct		Traditions phase web content	Content uploaded for surfacing on regional and national pages. Further details in phase toolkit and Weekly Marcomms Update email.	Live 1 Nov	Marcomms consultants and Alice Quirke	
Tradition	November					
	December	Fri 15 Dec	Inspire phase email content	Adobe atoms created for Inspire phase. Further details in cluster meetings.	Live 1 Jan	Marcomms consultants
		Thu 21 Dec	Inspire phase web content	Content uploaded for surfacing on regional and national pages. Further details in phase toolkit and Weekly Marcomms Update email.	Live 1 Jan	Marcomms consultants and Alice Quirke
Inspire	January	Start of Jan (date TBC)	Explore and Play phase programming	Submit programming for May - Aug 2018. Survey Monkey link will be circulated on Weekly Marcomms Update email.		Shona Owen & Lawrence Roots
		Fri 26 Jan	Summer 2018 Near You	All ideas for articles put forward.	Delivered May 2018	Shona Owen
					Events Jun - Sep 2018. How to submit events to be confirmed.*	Delivered May 2018

The marketing phases are shown in the left hand column.

*The new booking and events system launches at the end of January so we won't be using No Frills. Please look out for further information on the Weekly Marcomms Update email.



National
Trust

Internal communications

National Trust
myvolunteering

Home Profile News Resources

[Home](#) >

[Contact us](#) [Help](#) [Log out](#) [Property Pages](#)

Welcome Charlotte

My tasks

 [Profile](#)

My next shift

Your place is not yet using rotas and hours in *myvolunteering*. Have a chat with the property team to find out more.

My details

Charlotte Toop
charlotte.toop@nationaltrust.org.uk

My roles:

What's New

Resources Library