

External Communication Complaint Process

Low, Medium and High Investment Products

The following complaint process is for all low, medium and high investment external communication products that have already been developed, approved and distributed.

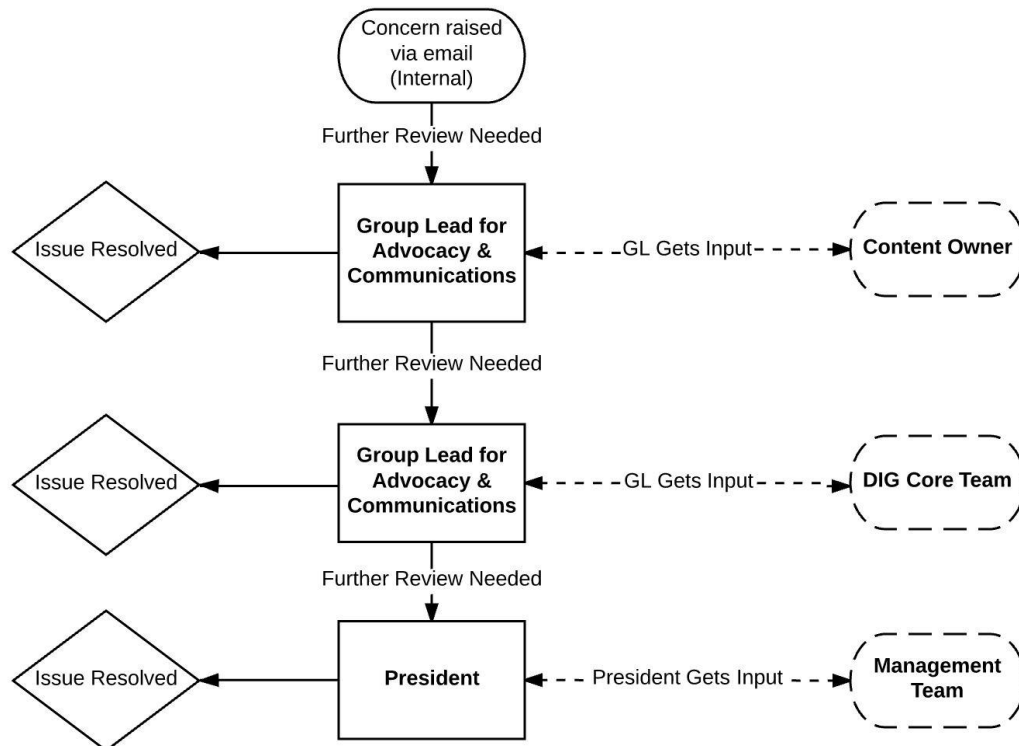


Figure 1: Process Flow for Digital, In-House and Contracted Communications

Product Descriptions:

- **Low investment:** Includes any “live” digital content that can be changed in real time. VillageReach website and blog, Instagram, LinkedIn, Twitter, Facebook.
- **Medium investment:** Any external communications materials produced internally (no outside vendors). This could include materials produced in concert with partners where VillageReach is a contributor/reviewer and our logo/brand is used: *donor reports, electronic newsletters, 2-pagers, brochures, PowerPoint presentations, posters.*
- **High investment:** Typically produced/managed by the communications team in concert with outside vendors (graphic designers and/or professional translators, proofreaders). These types of materials are printed by a professional printer with an intended shelf life of a year or more: *donor brochures, general VillageReach marketing materials and templates, advocacy materials, white paper reports.*

See also: DIG Review Requirements

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Partner Products

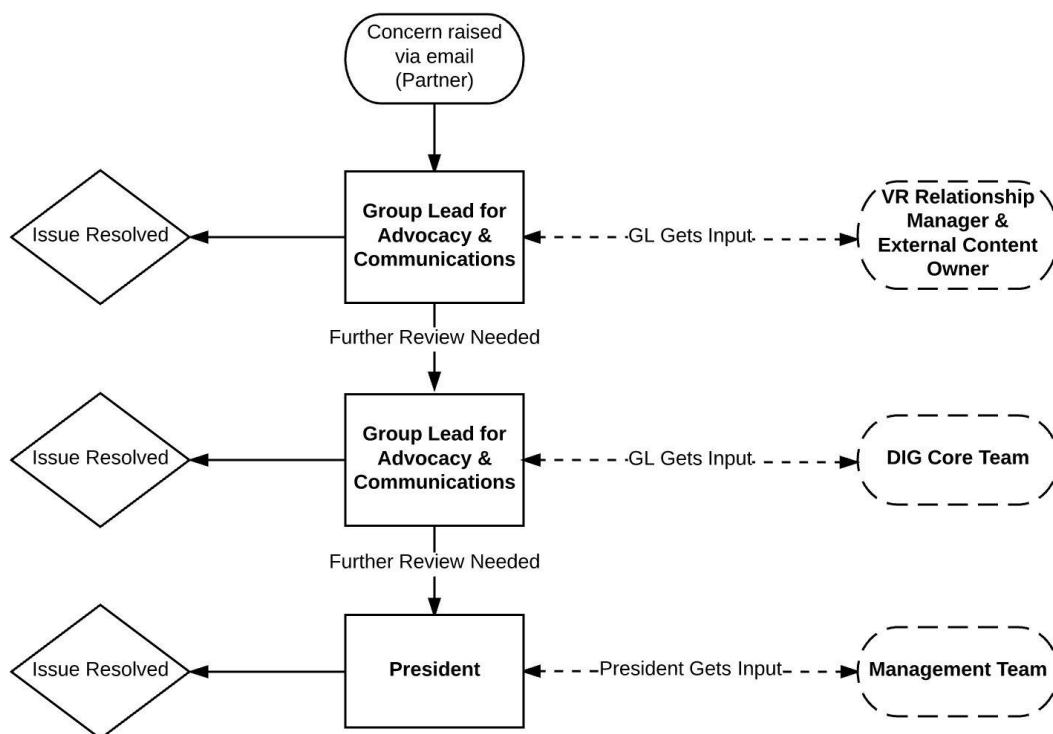


Figure 2: Process Flow for External Communications

Product Description

- **Partner:** third-party produced and owned products such as articles, press releases, etc.

Potential Resolutions

- New mutual understanding is reached—no changes made
- Images/language of concern are removed or changed
- Images/language of concern are removed or changed; style guide, language guide and files are updated accordingly
- Images/language of concern are removed or changed for future distribution only
- Images/language of concern are removed or changed for future distribution and existing products are recalled
- (Partner products) Informal or formal communication is sent to partner by the Group Lead or President