

Protecting the VRA Brand

1.0 Scope

This policy sets out:

- ways in which members may wish to promote their membership;
- when the Vocational Rehabilitation Association (VRA) logo may be used by other organisations;
- how organisations and individuals including both members and non-members can engage with the VRA to share information with its networks; and
- what we mean by endorsement and how to request endorsement by the VRA.

The VRA is a charity and as such trustees have to be clear how any activities further or support its purposes. These can be found [here](#).

2.0 Promoting your VRA Membership

Members are encouraged to share their membership of the VRA publicly and this can be achieved in a number of ways. Members should be sure to only use these whilst membership is current – either fully paid up or in a grace period during which payment is being made.

2.1 Designator letters

Professional and associate members are entitled to use designator letters

- Professional Members – PVRA
- Associate Members - AVRA

For example, *Joe Bloggs PVRA*

2.2 Example statements

You might choose to simply state *“I am a <insert membership level> member of the VRA”* or *“<organisation name> is a member of the VRA.”*

Or to set out more information about what this means, for example,
“As a <insert membership level> member of the VRA, I am bound by its Code of Ethics and Standards of Practice and maintain my membership as a demonstration of my commitment to the field.”

2.3 Using the VRA logo

- Professional VRA members and organisational members are welcome to use the VRA logo to indicate their membership.
- Members need to be careful not to misrepresent their membership. This needs to be done in such a way as to reflect the level of membership held. For example:

- an organisation who is a member may use the VRA logo on its stationery, website etc to reflect its membership;
- a practitioner who is a VRA member shouldn't use the logo in such a way that people may assume the organisation or all its practitioners are members; and
- the logo should not be shown on an event or training course in such a way as to imply that the VRA has any role in the event.

It is not possible to produce guidelines which cover the use of the logo in all circumstances but the VRA is happy to review any draft documents where there are particular questions; please [email us](#).

Members can download copies of the VRA logo from the VRA website.

3.0 Sharing Information about Products and Services with VRA members

- The VRA does not sell its mailing list to third parties.
- We share information we believe may be of relevance to members and wider vocational rehabilitation (VR) community in a number of ways. These can be through our social media channels, through our newsletter or a stand-alone mailing. However, the VRA sharing something does not constitute an endorsement and should not be portrayed as such.
- We welcome individuals and organisations informing us about things that may be of interest to the VR community. We suggest that this is done by [emailing us](#) or by posting and tagging us on social media. We are active on [Twitter](#), [Facebook](#) and [LinkedIn](#). We may then choose to share the information through one of our communications channels. Members are encouraged to include us when circulating their press releases, newsletters, case studies etc and to tag us in posts online. However, we also share details from non-member organisations and individuals where appropriate and particularly welcome news of research and resources that will be of benefit the VR community and come from trusted sources.
- Advertisements in our newsletter and stand-alone mailings are available for a fee subject to being appropriate for the VR community and consistent with our charitable purposes. Typical uses for these are to advertise vacancies, courses and events. Current information about this, including rates, can be found [here](#).

3.1 Partnerships

- We occasionally partner with other organisations to arrange joint events or work on shared projects. These are then jointly branded.
- We will consider reciprocal arrangements with other organisations whereby we share each other's promotional material for relevant events and activities.

- We welcome approaches from organisations who want to explore partnerships with us but will only consider those that further or support our purposes. Please [email us](#) with your proposal.

4.0 Endorsement

Endorsement relates to third party activity that the VRA has not been involved with but has been asked to indicate its support for and for which it is not receiving any reciprocal opportunities. This can be broadly split into two areas:

1. requests relating to non-profit generating activities from organisations such as charities, social enterprises, community interest companies, trade and membership associations, public sector organisations or arm's length bodies, universities conducting research and think tanks; and
2. chargeable products or services, often from commercial organisations.

The VRA does not endorse specific vocational rehabilitation delivery services. Purchasers of VR services are encouraged to identify services that are provided in line with the VRA [Standards of Practice and Code of Conduct](#) by contacting our corporate members or individual members, whose details can be found on our [website](#).

4.01 Non-profit generating activities

These may include:

- requests for to endorse/sign-up/pledge a commitment to a strategy, campaign, mandate, manifesto, vision, call to action; and
- endorsement of position statements, policy, protocols, competencies/development frameworks.

These may take the form of VRA endorsement of publications/resources in both print and electronic formats and/or requests to brand campaigns with the VRA logo. These requests for endorsement will be reviewed and considered by a subcommittee of the board of Trustees.

4.02 Chargeable products or services

The VRA may consider formally endorsing products or services that may be of interest to its members, for example training courses or events. Requests for this should be made using the form at Annex 1. In order to consider a request fully It may be necessary to charge a fee to cover the costs involved in the process. Paying a fee does not guarantee endorsement and no refund will be provided if it is refused. Where a charge for consideration is appropriate it will be discussed with the applicant before any costs are incurred.

4.1 Endorsement Requirements

Any endorsement regardless of type must meet the following criteria:

- furthers or supports the VRA's purposes and could not be achieved as effectively by any of the other approaches described in this policy;
- aligns with VRA business objectives; and
- conforms to the VRA's values and ethos.

At a minimum we will consider the following in reaching our conclusion:

- Is the organisation and/or individual making the request a member?
- Does the VRA deem the proposition to be valuable, significant and address a substantial work and health issue?
- Is it produced to acceptable quality standards?
- Is it consistent with the VRA [Standards of Practice and Code of Conduct](#)?
- Does it have national relevance?
- Is the message and terminology fit for all four nations and fit for practitioners from across the spectrum of VRA professional backgrounds? If no, is this made clear in the publication & messaging?
- Was it developed in consultation with external stakeholders?
- Will VRA support be of detriment to the Association as a whole or any representative Association member in any way?

4.2 Process for Endorsement Requests

- All requests will be directed to Operations Manager via enquiries@vrassociation.org.uk using the form at annex 1
- This request will then be screened and discussed with a subcommittee of the board.
- A discussion will take place with the requester if a fee to cover any costs involved in the process is required.
- Requests which are considered to meet the criteria will be sent to the Board for review.
- The Board will then make the final decision which will be communicated to the requester.

Annex 1 – Request to Consider Endorsement

Please email this form to enquiries@vrassociation.org.uk

Name

Organisation (if appropriate)

Address

Telephone number

Email address

Are you an individual VRA member?

Is your organisation a VRA member?

Tell us about you and/or your organisation.

Tell us about what you wish the VRA to consider endorsing. Please consider the points set out in section 4.1 in completing this. Please outline how it is beneficial and to whom and provide evidence to support this. You may wish to refer to other documents and annex or link to these.

How would the endorsement support the VRA to further or support its purposes?

Why do you want endorsement from the VRA?

Why do you feel the other approaches outlined in this policy are not appropriate?

Any additional relevant information?