**Philanthropy Northwest Writing Style Guide**

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We follow [AP Style](https://www.google.com/url?q=https%3A%2F%2Fwww.apstylebook.com%2Fonline%2F&sa=D&sntz=1&usg=AFQjCNHEck8QMbCNnB1BU5aoLduFy6DvrA), with limited exceptions. When in doubt, [check it out](https://www.google.com/url?q=https%3A%2F%2Fwww.apstylebook.com%2Fonline%2F&sa=D&sntz=1&usg=AFQjCNHEck8QMbCNnB1BU5aoLduFy6DvrA):Username and password are kept in LastPassWhere this guide and [AP Style](https://www.google.com/url?q=https%3A%2F%2Fwww.apstylebook.com%2Fonline%2F&sa=D&sntz=1&usg=AFQjCNHEck8QMbCNnB1BU5aoLduFy6DvrA) fail...* [Google News](https://news.google.com/) search the phrase you're confused about and "Associated Press."
* Check how Philanthropy Northwest has written it in the past three months.
* Be consistent within your document.
* Ask the Comms Team.

**Punctuation**Only one space after a period or exclamation mark. Never two spaces! (Seriously.)**QUOTATION MARKS**Punctuation goes inside **quotation marks**, never outside. Correct: "Like this!" she exclaimed.Correct: "You need to read this guide carefully," Nicole added.Incorrect: "Don't do this", she said. "Or this"! Jon added.Use single quote marks (apostrophe marks) when a quote is within another quote — or if it's in a headline. Correct: "We discussed this rule and Jon said 'I think it's fabulous,' so we can update this entry," Nicole explained.Correct in Headline: Impact Investing Field 'Growing and Innovating,' Report FindsIncorrect: "Please don't use double quote marks "like this" when you're quoting within another quote or writing a headline," Nicole said.Correct: "Please use single quote marks ‘like this’ when you're quoting within another quote," Nicole said.IRONY: Put double – not single quotation marks around a word or words used in an ironical sense:The "debate" turned into a free-for-all.UNFAMILIAR TERMS: A word or words being introduced to readers may be placed in double quotation marks on first reference:Broadcast frequencies are measured in "kilohertz."Do not put subsequent references to kilohertz in quotation marks.**PERIODS AND ABBREVIATIONS**Use periods for abbreviations of two letters, like U.S., and no periods for three letters or more, like USA. (Ph.D. is treated like two letters.)In other words, never more than two periods in an abbreviation!Exception: Ph.D. (Ph is treated like one letter.)Exception: OK doesn't need periods.Exception: Our board member, C'Ardiss Gardner Gleser, uses the nickname CC (no periods).(Avoid abbreviations on first reference unless the organization is best known that way. Otherwise, spell the full word and follow with the abbreviation in parentheses if it's going to be used again. No need to include the abbreviation if you're not going to use it again in that document.)Correct: She once dreamed of working at NASA, but after an internship with REI, she earned an MBA and joined the U.S. Department of the Interior.Incorrect: She once dreamed of working at N.A.S.A., but after an internship with R.E.I., she earned an M.B.A. and joined the US Department of the Interior.Use **periods** in the abbreviation, U.S. within texts. In headlines, it's US (no periods).The **Oxford (serial) comma** is verboten unless absolutely necessary to eliminate ambiguity. Correct: dogs, cats and mice. Incorrect: dogs, cats, and mice.Use **semicolons** (instead of or in addition to commas) when a sentence includes a long series.Correct: Philanthropy Northwest's board includes David Bley, of the Bill & Melinda Gates Foundation; Kevin Walker, of Northwest Area Foundation; Mauri Ingram, of Whatcom Community Foundation; and Jock Edwards, of Sherwood Trust. **Colons:** Lowercase the first word after a colon unless it is a proper noun or the start of a complete sentence. These are some of my favorite things to have for dinner: ravioli, Ethiopian food and breakfast. She told me her secret ingredient: It was butter.**Dashes** are a single line with a single space before and after — like this. Not—like this. Or like this -- OK?**Hyphens** are small dashes used to join words, like capacity-building organization, or numbers, like 5-7 p.m.- When a compound modifier — two or more words that express a single concept — precedes a noun, use hyphens to link all the words in the compound except the adverb very and all adverbs that end in -ly: *a first-quarter touchdown, a bluish-green dress, a full-time job, a well-known man, a better-qualified woman, a know-it-all attitude, a very good time, an easily remembered rule.*Word creates **em-dashes** (long dashes as opposed to hyphens) automatically, but if you're creating text outside of Word, you may need to create it manually. * On Windows: ALT 0151 (while holding down the ALT key, type out those four numbers on the numeric keypad on far right).
* On Mac: Shift Option dash.

**Dates and Times**Always spell out months, except in headlines and program calendar listings. *(AP Style abbreviates all months except March through July, but that causes a lot of confusion and issues with our existing system.)*IN HEADLINES AND PROGRAM CALENDAR: When paired with a date, abbreviate months longer than five letters.* Jan. 15
* Feb. 15
* March 15
* April 15
* May 15
* June 15
* July 15
* Aug. 15
* Sept. 15
* Oct. 15
* Nov. 15
* Dec. 15

Don't use ordinal abbreviations in dates.Correct: May 13Incorrect: May 13thIn most writing about upcoming or recent events, it's not necessary to specify the year.When a phrase lists only a month and a year, do not separate the year with commas.Correct: January 1972 was a cold month.  When a phrase refers to a month, day, and year, set off the year with commas.Correct: She testified that it was May 8, 1986, when the conference occurred. SEASONS: Lowercase spring, summer, autumn/fall and winter unless part of a proper noun. Correct: Our next conference will be in fall 2016. Correct: The Ballard Winter Carnival will be held in January 2016.Incorrect: We're looking forward to seeing you in Fall 2016 at our next conference!Our website renders full dates as: Wed, January 14, 2015, 6:15pm to 9:00pm PST, but other than this auto-generated usage please write times with a space before "a.m." and "p.m" like: 5:15 p.m. Use 9 p.m., not 9:00 p.m.Start and end times: Use the word "to" in a sentence between start and end times. OK to use a hyphen otherwise. Don't list a.m. or p.m. twice if both times are in that time of day (just list it in the end time).Correct: The event takes place 6:30 to 8 p.m. Correct: 6:30-8 p.m., SeattleIncorrect: The event takes place 6:00pm-8:00pmBetter to write noon instead of 12 p.m. and midnight instead of 12 a.m.Specify time zones when necessary, especially for webinars. We have three time zones in our region: * Pacific time or PST (Oregon and Washington)
* Alaska time or AST (Alaska)
* Mountain time or MST (Montana, Idaho and Wyoming)

**Numbers**Spell out numbers one through nine. Numbers 10 and up are always digits.Exception: Dollar amounts, percentages and numbers in headlines may be digits.Exception: Ages are in digits, like "He is 7 years old and she is 2 months old. They have a 5-year-old cousin."Exception: Write out a number if it begins a sentence. (Or rewrite the sentence so the number isn't the first word.)We use % when paired with a number, percent spelled out when by itself. [*This is a change from AP Style, which spells out percent most of the time.*]Abbreviate numbers in the millions or billions, like this:* The foundation has an endowment of $1 billion.
* The campaign raised more than $2.3 million.

Never write out a number greater than six digits, unless absolutely necessary to be specific.Correct:  $1.1 millionIncorrect: $1,100,485For amounts of more than $1 million, use up to one decimal place (*AP Style goes up to two*). Use commas to set off each group of three digits in numerals higher than 999 (except for years and addresses): *12,650.*In headlines or tables, abbreviate thousands as K ($500K), millions as M ($62M) and billions as B ($62B).Use "more than" or "close to" when describing estimated numbers.For event attendance, round to the nearest 10, 50 or 100 people, depending on the size of the gathering. You could say "dozens," "hundreds" or "thousands" if it’s more than three dozen, hundred or thousand.**Titles**JOBS: Titles are not capitalized unless they immediately precede the person's name or are in a byline. For long titles (more than three words), it's better to put those after the person's name.*Tons of people get this wrong! We need to be vigilant about correcting this in copy others give to us.*Correct: Anne Yoon, program associate, wrote a blog post for Philanthropy Northwest.Correct: Program Associate Anne Yoon enjoys working at Philanthropy Northwest.Incorrect: Anne Yoon, Program Associate (unless in a byline)Incorrect: program associate Anne YoonLowercase and spell out titles when they are not used with an individual’s name.Correct: The president issued a statement.Incorrect: The Senator attended the meeting.Lowercase and spell out titles in sentence constructions that set them off from the name by a commaCorrect: The vice president, Joe Biden, has quite a collection of memorable gaffes.Correct: Vice President Joe Biden tends to make gaffes.Titles are capitalized for our staff on the website staff roster, bylines, business cards and email signatures.Standard style for position titles on PNW Business Cards and Bios: Senior Manager, \_\_\_\_\_ (not Senior \_\_\_\_ Manager)Correct: Senior Manager, Public Policy and AdvocacyCorrect: Senior Manager, MembershipIncorrect: Senior Public Policy and Advocacy Manager Capitalize and abbreviate CEO on all references.Spell out chief financial officer the first time, then you can abbreviate as CFO.Don't abbreviate executive director, vice president or other C-Suite titles.Use "chair" rather than chairman, chairwoman or chairperson whenever possible. Don't capitalize board of directors, board members or committee names (e.g., public policy committee) or foundation by themselves. The words committee, office and department are lowercase when used alone. They are capitalized only if the formal name precedes it and it is the official part of the name. In the case of a salutation in a letter, because you are using “board members” in place of names, capitalize board members. Salutation example: Dear Board Members:For subcommittee: Lowercase when used with the name of a legislative body's full committee: a Ways and Means subcommittee.Capitalize when a subcommittee has a proper name of its own: the Senate Permanent Subcommittee on Investigations.PERSONAL: Don't use Mr., Ms., Mrs. etc. Only use Dr. if relevant to convey someone's medical authority, like for a speaker at a health-related program.After first reference of someone's full name, use just his/her last name in formal writing (e.g., research publication), first name in casual writing (e.g., blog post about a colleague)LEGISLATIVE TITLES:First-reference form: Use Rep., Reps., Sen. and Sens. as formal titles before one or more names. Spell out and lowercase representative and senator in other uses.Spell out other legislative titles in all uses. Capitalize formal titles such as assemblyman, assemblywoman, city councilor, delegate, etc., when they are used before a name. Lowercase in other uses.Add U.S. or state before a title only if necessary to avoid confusion: Former state attorney general Dan Sullivan, a Republican, defeated U.S. Sen. Mark Begich, a Democrat from Alaska, during the 2014 general election.In stories with international datelines, include U.S. before legislative titles.First-reference practice: The use of a title such as Rep. or Sen. in first reference is normal in most stories. It is not mandatory, however, provided an individual's title is given later in the story.Deletion of the title on first reference is frequently appropriate, for example, when an individual has become well known: Barack Obama declared Americans were ready to "cast aside cynicism" as he looked for a convincing win in the Democratic contest. The Illinois senator was leading in the polls.Second reference: Do not use legislative titles before a name on second reference unless they are part of a direct quotation.Congressman, congresswoman: Rep. and U.S. Rep. are the preferred first-reference forms when a formal title is used before the name of a U.S. House member. The words congressman or congresswoman, in lowercase, may be used in subsequent references that do not use an individual's name, just as senator is used in references to members of the Senate.Congressman and congresswoman should appear as capitalized formal titles before a name only in direct quotation.Organizational titles: Capitalize titles for formal, organizational offices within a legislative body when they are used before a name: *House Speaker Paul Ryan, Senate Majority Leader Mitch McConnell, House Minority Leader Nancy Pelosi, House Minority Whip Steny Hoyer, President Pro Tem Orrin Hatch, Senate Judiciary Committee Chairman Charles Grassley.*ACADEMIC TITLESCapitalize and spell out formal titles such as *chancellor, chairman*, etc., when they precede a name. Lowercase elsewhere.Lowercase modifiers such as department in *department Chairman Jerome Wiesner*.PROFESSORNever abbreviate. Lowercase before a name, but capitalize *Professor Emeritus* as a conferred title before a name: *Professor Emeritus Susan Johnson*. Do not continue in second reference unless part of a quotation.ACADEMIC DEPARTMENTS:Use lowercase except for words that are proper nouns or adjectives: *the department of history, the history department, the department of English, the English department, or when department is part of the official and formal name: University of Connecticut Department of Economics.*ORGANIZATIONS AND INSTITUTIONS:Capitalize the full names of organizations and institutions: *the American Medical Association; First Presbyterian Church; General Motors Co.; Harvard University, Harvard University Medical School; the Procrastinators Club; the Society of Professional Journalists.*Retain capitalization if Co., Corp. or a similar word is deleted from the full proper name: *General Motors. See company, companies; corporation; and incorporated.*SUBSIDIARIES: Capitalize the names of major subdivisions*: the Pontiac Motor Division of General Motors.*INTERNAL ELEMENTS: Use lowercase for internal elements of an organization when they have names that are widely used generic terms: *the board of directors of General Motors, the board of trustees of Columbia University, the history department of Harvard University, the sports department of the Daily Citizen-Leader.*Capitalize internal elements of an organization when they have names that are not widely used generic terms: *the General Assembly of the World Council of Churches, the House of Delegates of the American Medical Association, the House of Bishops and House of Deputies of the Episcopal Church.*FLIP-FLOPPED NAMES: Retain capital letters when commonly accepted practice flops a name to delete the word of: *Harvard School of Dental Medicine, Harvard Dental School.*Do not, however, flop formal names that are known to the public with the word of: *Massachusetts Institute of Technolog*y, for example, not *Massachusetts Technology Institute.*PUBLICATIONS: Use italics for articles, reports and book titles in text. In a headline or somewhere else where italics won't work (e.g., Twitter), you can use quotes or nothing instead.Don't italicize, underline or use quote marks for titles of media outlets.Correct: Philanthropy Northwest released *Trends in Northwest Giving 2014* last year.Correct: Corporate giving has increased this year, The New York Times reports.HEADINGS/ARTICLE TITLES:Capitalize the first word of the title, the last word of the title, and all “principal” words (nouns, pronouns, verbs, adverbs, adjectives, subordinating conjunctions and a few conjunctions), and all words longer than three letters.*India Calling*, and the forthcoming *Winners Take All*,**Academic Degrees**We use these a lot in bios. Main thing is to be consistent within the document/page![AP Style](http://www.google.com/url?q=http%3A%2F%2Fwww.apstylebook.com%2Fonline%2F%3Fdo%3Dentry%26id%3D17%26src%3DAE&sa=D&sntz=1&usg=AFQjCNH-SaUH82KiKJ8PF2vbXiMiuZE4yQ) is clear, but Philanthropy Northwest has some exceptions. Best to use:* bachelor's degree
* master's degree
* MBA
* Ph.D.

We prefer to spell out degrees except for MBA and Ph.D. When the other abbreviations are necessary, use these:* B.A.
* B.S.
* M.A.
* M.S.
* J.D.
* M.D.

Capitalize specific degrees, but not general ones. Correct: Nicole has a bachelor's degree from Cornell University.Correct: Nicole has a Bachelor of Science degree from Cornell University. *(We don't do this format much; it's a lot of work to confirm everyone's type of degree! Only use if necessary.)*Correct: Nicole has a B.S. from Cornell University. *(Also try to avoid this format, for same reason as Bachelor of Science degree.)*Don't capitalize courses of study. Correct: Nicole has a master's degree in journalism from Columbia University.Incorrect: Nicole has a master's degree in Journalism from Columbia University.**Places** *Often very tricky! Made trickier by the fact that AP Style made a major update in 2014.*STATES:Spell out the names of all 50 U.S. states when used in a story.Use state postal code abbreviations for headlines, program calendar, addresses and labels.Use AP Style state abbreviations for lists, tables and short-form listings for political party affiliation (D-Wash., R-Mont.)

|  |  |  |
| --- | --- | --- |
|  Ala. (AL)  |  Md. (MD) |  N.D. (ND)  |
|  Ariz. (AZ) |  Mass. (MA) |  Okla. (OK) |
|  Ark. (AR)  |  Mich. (MI)  | **Ore. (OR)**  |
|  Calif. (CA)   |  Minn. (MN) |  Pa. (PA)  |
|  Colo. (CO)   | Miss. (MS) |  R.I. (RI)  |
|  Conn. (CT)   |  Mo. (MO) | S.C. (SC)  |
|  Del. (DE)   |  Mont. (MT) |  S.D. (SD)  |
|  Fla. (FL)   |  Neb. (NE)  |  Tenn. (TN) |
|  Ga. (GA)   |  Nev. (NV) |  Vt. (VT)  |
|  Ill. (IL)   | N.H. (NH) |   Va. (VA)  |
|  Ind. (IN)  |  N.J. (NJ)  | **Wash. (WA)**  |
|  Kan. (KS)   |  N.M. (NM) |  W.Va. (WV) |
|  Ky. (KY)  |  N.Y. (NY)  |  Wis. (WI)  |
|  La. (LA)   |  N.C. (NC)  | **Wyo. (WY)** |

Eight states are never abbreviated in headlines: (Postal code in parentheses)**Alaska (AK)**, Hawai`i (HI), **Idaho (ID)**, Iowa (IA), Maine (ME), Ohio (OH), Texas (TX), Utah (UT). Plus District of Columbia (DC). CITIES: To avoid confusion, include the state name after the city on first reference. Especially Portland, Oregon and Vancouver, Washington![AP Style exception in our region](http://www.google.com/url?q=http%3A%2F%2Fwww.apstylebook.com%2Fonline%2F%3Fdo%3Dentry%26id%3D787%26src%3DAE&sa=D&sntz=1&usg=AFQjCNFSyNyY4dwGMugR-ft6gThvWfnPOg): SeattlePhilanthropy Northwest Exception: Anchorage, Boise and Spokane.Philanthropy Northwest Exception: For publications targeting a specific state, such as the Alaska E-Bulletin, cities may stand alone if the location is 100% clear. This is especially true for each of our state capitals (Boise, Cheyenne, Helena, Juneau, Salem and Olympia). Use your best judgment.PUNCTUATION: Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence: Correct: He was traveling from Juneau, Alaska, to Cheyenne, Wyoming, en route to his home in Albuquerque, New Mexico.Correct: Salem, Oregon, is one of the state capitals in our region.Use New York state when necessary to distinguish the state from New York City.Use Washington state, not Washington State, when necessary to include state.Ditto for using State of Washington, not state of Washington.Use Washington, D.C.  so that it's not confused with Washington state. Abbreviate as D.C. in text, postal code DC for address labels.DIRECTIONS AND REGIONS: In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize these words when they designate regions.Some examples:Compass directions: He drove west. The cold front is moving east. Regions: A storm system that developed in the Midwest is spreading eastward. It will bring showers to the East Coast by morning and to the entire Northeast by late in the day. Showers and thunderstorms were forecast in the Texas Panhandle. High temperatures will prevail throughout the Western states. **Addresses** Spell out and capitalize First through Ninth when used as street names. For avenue, boulevard and street: Use the abbreviations Ave., Blvd. and St. with a numbered address: Correct: 2605 First Ave.Incorrect: 2605 First AvenueException: 2101 Fourth Avenue, Suite 650 (Philanthropy Northwest's address on our own materials — we're fancy!)Spell out and capitalize avenue, boulevard and street when they appear without an address number: Correct: Raye StreetIncorrect: 290 Raye StreetDon't abbreviate road, circle, terrace, etc.Lowercase and spell out when used alone or with more than one street name.Correct: Meet us between Third and Fourth avenues.Abbreviate directional ends of a street when in a numbered address. Correct: She lives at 2605 First Ave. N.Correct: She lives on First Avenue North.Incorrect: She lives at 2605 First Ave. NorthNo periods needed for the directional abbreviations like NW, SW, SE, etc.States should be abbreviated to their two letter postal code (no periods) when listed as part of an address. Correct: 2605 First Ave. N., Seattle, WA Incorrect: 2605 1st Ave. N, Seattle, Washington**Phone Numbers**Phone numbers should be listed with hyphens, not periods. Include area code, no parentheses. Correct: 209-443-8467 Incorrect: (206) 443-8467Incorrect: 206.443.8467 **Capitalization** Census – Capitalize only in specific references to the **U.S. Census Bureau.** Lowercase in other uses: the census data was released Tuesday. If the context is clear that it's the U.S. census, then there's no need to spell out that it’s the U.S. Census Bureau when citing census figures. *And it's always lowercase other than in full references to the U.S. Census Bureau.***Philanthropy Northwest Things**Philanthropy Northwest (not PNW)See other entries for other capitalization specifics.**Philanthropy Northwest Things****Mission and Vision Statements***Confirmed with Kiran & Erin 9/24/19*We’ve noticed that there are different versions of our Mission and Vision statements used across our materials both online and in print. The different versions may have used slightly different language but were all conveying the same meaning. For the purposes of our website content development, and language consistency going forward, we’ve now confirmed that the following should be used whenever we use M&V language in our communication materials.Mission: Promote and facilitate philanthropic and cross-sector collaboration to build resilient, equitable and inclusive communities in the Pacific Northwest.Vision: Northwest communities have vibrant, healthy futures that honor our past, our people, and our cultures.**Quick list of our standardized use of terms*** Philanthropy Northwest (not PNW)
* Pacific Northwest or Northwest (not PNW) — use specific states if needed for clarification
* Alaska, Idaho, Montana, Oregon, Washington and Wyoming (list in alphabetical order)
* Exception: "Montana, Idaho and Wyoming" funders, e-bulletin, call, etc.
* nonprofit (not non-profit)
* non-member
* grantmaker
* policymaker
* whitepaper (AP Style has this as two words)
* donor-advised fund
* email (not e-mail)
* website
* internet
* program-related investment (PRI)
* healthcare
* six-state region
* advisor if it's in a formal job title; adviser if it's a generic noun.
* conference call (not teleconference)
* dial-in option
* webinar (not WebEx or virtual)
* undocumented immigrant (not illegal immigrant or alien)
* resident (not citizen)
* older person or senior (not elderly) — use specific age range if needed for clarification. Note: in Indigenous cultures an older person is an **elder**.
* children, kids, youths, teenagers and young adults are all OK — use specific age range if needed for clarification

Don't capitalize URLs or email addressesWhen listing Philanthropy Northwest members, unless there's a compelling reason to list them in some other order, do it alphabetically — as they appear on [our Members list](https://www.google.com/url?q=https%3A%2F%2Fphilanthropynw.org%2Fcurrent-members&sa=D&sntz=1&usg=AFQjCNEyfav24iHabL7AH-nzOI6oLylawQ). (Ignore the "The" in a name, go by the first letter of the family's last name for a family foundation.) Defer to the Members list for spellings (and vs. & in the name, The or the, etc.) and alert Anjana and Kelley if you see something that should be reconsidered or updated.For org names with "and," sometimes it's written as "&" and sometimes as "and." Defer to how it appears in [our Members list](https://www.google.com/url?q=https%3A%2F%2Fphilanthropynw.org%2Fcurrent-members&sa=D&sntz=1&usg=AFQjCNEyfav24iHabL7AH-nzOI6oLylawQ).Hyphenate but don’t capitalize the term “philanthropy-serving organizations” (PSOs)We prefer to use "impact investing," the umbrella term for the field, rather than "mission investing," which is only used by some private foundations.Capitalization of the word census – AP Style Guide states “Capitalize only in specific references to the **U.S. Census Bureau.** Lowercase in other uses: the census data was released Tuesday. If the context is clear that it's the U.S. census, then there's no need to spell out that it’s the U.S. Census Bureau when citing census figures. *And it's always lowercase other than in full references to the U.S. Census Bureau.*” A PNW exception to this rule is to also capitalize if we are referring to a specific census, such as Census 2020 or the 2010 Census. This exception follows the U.S. Census Bureau’s capitalization style and makes us consistent when we cite them.**Race, Ethnic & Native Words***These are tricky and may change.**Defer to the spelling of the organization we are writing about (check what they use on their website and materials) and be consistent within the document/page.*Lowercase black and white; uppercase African American, Asian American,\* Hispanic/Latino, Native American.*\*AP style hyphenates Asian-American, but Philanthropy Northwest follows the usage style of* ***Asian American****, which is NOT hyphenated, even when used as compound adjective. See for example: the* [*Asian American Press*](http://aapress.com/)*. Using it hyphenated typically means political or national relationships. For example, “ Top leaders from across Asia and North America met last week to discuss issues important to Asian-American relations.”*Prefer to use specific countries of origin when possible (e.g., Greek American, Mexican American, Indian American).**Use the `okina mark in Hawai`i** cid:image001.png@01D4CEC4.C2301570*“The Hawaiian language uses two diacritical markings. The `okina is a glottal stop, similar to the sound between the syllables of "oh-oh." In print, the correct mark for designating an `okina is the single open quote mark. The kahak*ō *is a macron, which lengthens and adds stress to the marked vowel. …The State of Hawai`i and University of Hawai`i strongly encourage use of Hawaiian diacritical markings. (See* [*UH Style Guide*](https://www.hawaii.edu/style-guide)*.) Technology, however, is still catching up.”* University of Hawai`i. (2019). [*Hawaiian Language Online: About Hawaiian diacritical marks*](https://www.hawaii.edu/site/info/diacritics.php)*.*To add an `okina, use the open quote mark on your keyboard. This is the key next to your number 1 key in the upper left corner of your keyboard. It’s the same key as the tilde ( ~ ).Note: the adjective, Hawaiian, does not use the `okina. * Capitalize **Native** as we do other ethnic groups (e.g., Greek, Indian, Japanese).
* Capitalize "tribe" when referring to a specific tribe (e.g.. using it like a proper noun) but not when using in a general sense. Nation may be preferred usage.
* **Indigenous –** Indigenous is used elsewhere in both capitalized and lowercase versions. More Indigenous-led organizations use it capitalized, so let’s follow their lead, as opposed to AP Style, which says it is lowercase. It is similar to capitalizing African American, Asian American, Hispanic/Latino and Native American.
* The term **Indian Country**, used in a general sense, refers not to a specific geographic location but rather the work, practices, communities and ways of Indigenous peoples in the U.S. (**Indian Country** also has [a specific legal definition from the Department of Justice](https://www.justice.gov/jm/criminal-resource-manual-677-indian-country-defined) that *does* refer to lands allotted and communities recognized by the U.S. government, but that is not typically how people use the term outside of legal or government documents.)

One of our Alaska Native board members noted **that Indian Country doesn’t include Alaska (i.e. it typically refers to the lower 48 states),** so we should always refer to **American Indians and Alaska Natives** or **Indigenous communities/people** rather than grouping people and practices into “Indian Country.” American Indian and Alaska Native is also the population reference used by the [U.S. Census Bureau](https://www.census.gov/quickfacts/fact/table/US/PST045218).[AP Style says](http://www.google.com/url?q=http%3A%2F%2Fwww.apstylebook.com%2Fonline%2F%3Fdo%3Dentry%26id%3D4432%26src%3DAE&sa=D&sntz=1&usg=AFQjCNFyQD7kla32WgJCBtqQ9ncBKrjiuA): * **Tribe, tribal:** Refers to a social group of linked families or communities sharing a common ancestry or culture and who may be part of a larger ethnic group, such as the Cherokee tribe of American Indians and the Ngunnawal tribe of Aborigines. Ethnic group is preferred when referring to ethnicity or ethnic violence.
* **American Indian or Native American:** Acceptable for those in the U.S. Follow the person's preference. Where possible, be precise and use the name of the tribe: He is a Navajo commissioner. Such words or terms as wampum, warpath, powwow, teepee, brave, squaw, etc., can be disparaging and offensive. [Powwow can be used if that is the event name, but not as a substitute for using the words “gather, talk or discuss.” - MF]
* **First Nation** is the preferred term for Native tribes in Canada.
* In Alaska, the tribal groups include Alaska Athabascan, Aleut, Inupiat, Yup’ik, Tlingit-Haida and Tsimsian, collectively known as **Alaska Natives,** according to [the 2010 Census](https://www.census.gov/prod/cen2010/briefs/c2010br-10.pdf).

[AMA Style](http://www.google.com/url?q=http%3A%2F%2Fitcaonline.com%2Fwp-content%2Fuploads%2F2011%2F03%2FTRIBES.pdf&sa=D&sntz=1&usg=AFQjCNH8lJuqtP_hocMrtJtR9Eso6DU6Jw) also has notes.**Gender Identity, Sexual Orientation and Gender-Inclusive Language***[We need to build out this content section. In the interim, there are some resources that have in-dept information on terms and guidelines for use.]* As language continues to evolve please notify the Communication Team if we need to make updates. * MyPronouns.org is a resource with more information on inclusive gender pronouns. Please review the five sections of this resource (1- what and why, 2- how, 3- common mistakes, 4- sharing, and 5- asking). <https://www.mypronouns.org/>
* [LGBTQ-Inclusive Language Dos and Don’ts](https://thesafezoneproject.com/wp-content/uploads/2017/07/SZP-Language-DO-DONT-Handout.pdf) handout from [The Safe Zone Project](https://thesafezoneproject.com/).
* *The Association of LGBTQ Journalists (NLGJA’s) Stylebook Supplement on Lesbian, Gay, Bisexual, Transgender and Queer Terminology is intended to complement the stylebooks of individual publications, as well as the Associated Press stylebook, the leading stylebook in U.S. newsrooms.* [*https://www.nlgja.org/stylebook/*](https://www.nlgja.org/stylebook/) - the Term Index is particularly useful.
* [*GLAAD's Media Reference Guide*](https://www.glaad.org/reference) *is intended to be used by journalists reporting for mainstream media outlets and by creators in entertainment media who want to tell LGBTQ people's stories fairly and accurately. It is not intended to be an all-inclusive glossary of language used within the LGBTQ community, nor is it a prescriptive guide for LGBTQ people.*
* [*The Movement Advancement Project*](http://www.lgbtmap.org/) *(MAP) is an independent, nonprofit think tank that provides rigorous research, insight and communications that help speed equality and opportunity for all*. A good resource with more explanation, examples of appropriate and inappropriate use of terms is available at: <http://www.lgbtmap.org/allys-guide-to-terminology>
* [Gender-inclusive Language guide](https://writingcenter.unc.edu/tips-and-tools/gender-inclusive-language/) from The Writing Center at University of North Carolina Chapel Hill.
* An article in NW Lawyer, “Embracing the Singular ‘They’” – addresses how legal writers can make “credible pronoun choices that sound good, respect grammatical norms, avoid sexism, and don’t confuse readers, all while maintaining a sense of political neutrality helpful to clients.” Incidentally, Tom Cobb was my legal writing professor. <http://nwlawyer.wsba.org/nwlawyer/may_2019/?pg=14&pm=1&u1=friend>

In general, when referring to **gender identity** and **sexual orientation** note that they are two separate terms with different definitions for each (see above guides for details). **Gender expression** may be used interchangeably with gender identity. However, mixing the words between the two terms is not recommended. For example, don’t use  “gender orientation” or “sexual identity.”**Inclusive Language Guide – Across Many Groups***“The words we use can make the difference between forging positive connections or creating distance in our personal and professional lives. Particularly in writing, impact is more important than intent.” – 18F* [This guide to inclusive language](https://content-guide.18f.gov/inclusive-language/) includes recommendations for writing about diverse groups of people, including:* Ability and disability
* Age
* Gender and sexuality
* Nationality
* Race, ethnicity, and religion

This guide is provided by [18F](https://18f.gsa.gov/), which builds effective, user-centric digital services focused on the interaction between government & the people it serves. Provided by GSA.**Blog Posts & Event Descriptions**Locations: For Event Listings, we break from AP Style, and use a strict City, 2 letter (caps) state abbreviation so that all locations in our region receive equal treatment.* Seattle, WA
* Washington DC
* Juneau, AK
* Cheyenne, WY
* Portland, OR

Byline: Italics, no "by" before the name at the top.Heading 3 format for subhedsCategories:* PNW News: Something written by our staff, The Giving Practice consultants, the Momentum Fellows and guest bloggers we recruited.
* Network News: Press releases from our members — usually grants of $500K or higher — and relevant news from the field.

Images:* Use Teaser Image for photo of author or logo of the organization.
* Use a centered horizontal image when possible in event and blog posts (makes better social media sharing). Caption should be centered 10-point font.

Lists: Use bullets unless you want to rank your observations chronologically or by order of importance. Avoid using both bullets and numbers in the same page.Capitalize the first word of every bullet. Include a period at the end of the bullet only if that point is a complete sentence. AP Style doesn’t even use bullets, it uses dashes an its advice on punctuating bullets is designed for press formats, which may not serve some of our communication purposes. If you need more extensive advice on bullets, see this article [How to Write Vertical Lists (Ordered and Unordered)](https://erinwrightwriting.com/write-vertical-lists/), which has cited additional standard style guides regarding lists.*When you go to the store, please buy:** *Apples*
* *Bananas*
* *Naan chips*

*When you leave the house:** *Buy apples, bananas and naan chips.*
* *Fill the car with gas.*

Hyperlinks: Never write "click here" for any reason. Hyperlink on meaningful phrases of at least two words.Conclusion: Blog posts end with contact information for author/organization in italics. Event listings should end with registration link and contact info for questions.**Guest Blog Post Guidance:**Our blog post guidelines for guest contributor posts are fairly straightforward. * Aim for the post to be around 250 – 500 words
* Include the author’s name so we can list them as our guest contributor.
* Send us the author’s headshot
* If you have any additional graphics or photos you’d like included, please include those too. Landscape format is best for social media sharing.
* Please send us the content 2 weeks before you would like it published. That way we can copy edit it and work it into the queue with other planned posts around that time.
* Our primary audience includes the foundations and grantmakers in our six-state region (Alaska, Idaho, Montana, Oregon, Washington and Wyoming). Please tailor or frame your blog post to our audience, in other words, what’s the message most relevant for our audience?
* Our guest contributor blogs are designed to share news and information of interest to our members and the philanthropy sector. They are not a sales or marketing platform.
* Our blog posts end with the contact information for author/organization in italics. Let us know the contact name/email of the person you’d like readers to contact if they are interested in learning more. If you prefer us to link to a specific page on your website other than your home page, please include that link too.
* When including hyperlinks embedded in text, please hyperlink on meaningful phrases of at least two words, rather than saying “click here” or “read this.”
* Our communications department will review and copy edit guest blogs prior to publishing the content so that it meets our style guidelines. Generally, our blogs use a less formal tone and we prefer clear, concise language over jargon and long sentences. Some long blogs may be cut down in length or tightened up with more succinct phrasing to meet our style for consistency. Please indicate when you submit your blog if you want to see a copy-edited version prior to publication.

You can refer to some of our previous guest contributor blog posts as examples:* [Learning on the Front Lines of Movement Building](https://philanthropynw.org/news/learning-front-lines-movement-building) Zeeba Khalili | Marguerite Casey Foundation
* [Philanthropy and Indian Country](https://philanthropynw.org/news/philanthropy-and-indian-country) Se-ah-dom Edmo | MRG Foundation
* [Surprise! Your Foundation May Owe Taxes to the IRS](https://philanthropynw.org/news/surprise-your-foundation-may-owe-taxes-irs) Laura Pierce | Washington Nonprofits Association
* [Foundation Board Diversity: Five Things We Can Do to Break from the Current Reality](https://philanthropynw.org/news/foundation-board-diversity-five-things-we-can-do-break-current-reality) Kevin Walker | Northwest Area Foundation

**Email**Email default font should be Arial 10. [You can change it in your Microsoft Outlook Options.](https://www.google.com/url?q=https%3A%2F%2Fsupport.office.com%2Fen-us%2Farticle%2FChange-the-default-font-or-text-color-for-email-messages-1aabb236-01d4-4faf-b998-a4087da3ceab&sa=D&sntz=1&usg=AFQjCNGMIN6pZBUUnViKoxYbsgorQdyo9A)Signature: Copy and paste the example into [your Signatures in Outlook](https://www.google.com/url?q=https%3A%2F%2Fsupport.office.com%2Fen-US%2Farticle%2FChange-an-email-signature-7DB4ABED-ABE1-44AA-B423-38AB143427FA&sa=D&sntz=1&usg=AFQjCNGuG1Va9iKfQaNjHA0WEb7DUTQIOw), making the appropriate changes (including changing the email link and direct phone number). Use the same text for your phone and Outlook Express signatures, too.First line is Arial 12Second line is Arial 11Third and fourth lines are Arial 10----**Firstname Lastname**Your Title,  Philanthropy Northwestyouremailaddress@philanthropynw.org | direct: 206-XXX-XXXX | main: 206-443-8434[https://www.philanthropynw.org/](https://www.google.com/url?q=https%3A%2F%2Fwww.philanthropynw.org%2F&sa=D&sntz=1&usg=AFQjCNHOKA1xqGvUbZEzR5VQlQ7pPEz-bA) | [@philanthropynw](https://www.google.com/url?q=https%3A%2F%2Ftwitter.com%2Fphilanthropynw&sa=D&sntz=1&usg=AFQjCNHEfn_VYAHHFBB_XmmRP4jPyiXRcw)**Citation, Endnote Styles**For less formal writing like blog post, use the AP method of referencing sources. **AP style** doesn't use formal citations. AP simply refers to the source in the text of a story. For example: ... the XYZ website reported in July 2016, or ... Joe Smith said in an Aug. 23, 2015, interview with ZYX magazine.For more formal or report citations with endnotes AP and PNW Comms recommends using the **Chicago Manual of Style (CMS)** format. “In this system, sources are cited in numbered footnotes or endnotes. Each note corresponds to a raised (superscript) number in the text. Sources are also usually listed in a separate bibliography.”1 Use the [CMS Notes style of the Notes and Bibliography system](https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html) not the Author-Date system. PNW Comms recommends using the full Notes style for formal reports and the Shortened Notes style for website content (if, *and only if,* you can’t use AP in-text referencing for web content.) The intent is to use the more audience-focused AP in-text referencing style where possible and follow the CMS notes style when more formal citations are necessary. See the [CMS Notes and Bibliography: Sample Citations](https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html) webpage for examples of how to cite everything from formal journal articles to websites, social media and personal communication. If you are submitting an article to a peer-reviewed journal, follow that journal’s author instructions and/or submission guidelines regarding citation style format. Another common style for peer-reviewed journals in social sciences is **APA (American Psychological Association).** A terrific resource for all things APA style is [Purdue’s Online Writing Lab](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html) (aka the OWL at Purdue).**Endnotes**1. “Chicago-Style Citation Quick Guide,” Chicago Manual of Style, last modified 2017, <https://www.chicagomanualofstyle.org/tools_citationguide.html> **Good Writing**Don't *utilize* this word. Nor should you *avail yourself of* this phrase. Avoid jargon. Write for a general audience.Don't use passive voice. The active voice makes content easier to understand because the reader can more easily identify who the subject performing the action is. It makes written content more engaging, too.Correct: You must submit the request form to the approving official**.**Incorrect**:** The request form must be submitted to the approving official.Gender: Ensure text is gender neutral, wherever possible. Use **them**, **their**, **they**. Be consistent with singular/plural nouns and verbs.Use contractions most of the time, especially to abbreviate **is** when it's creeping into your writing.**More Writing Guides*:**** [*18F Content Guide*](https://www.google.com/url?q=https%3A%2F%2Fpages.18f.gov%2Fcontent-guide%2F&sa=D&sntz=1&usg=AFQjCNGFkqGljhqWSw-5MgzDCfKVHD0N6g)
* [Writing Without Bullshit](http://www.google.com/url?q=http%3A%2F%2Fwithoutbullshit.com%2Fblog%2F10-top-writing-tips-psychology%2F&sa=D&sntz=1&usg=AFQjCNF4adWqK7RHUMMm6Oo3zS8rtZeSpw)
* [Eight AP Style Mistakes Commonly Made in Press Releases](http://www.google.com/url?q=http%3A%2F%2Fwww.commpro.biz%2Fpublic-relations%2F8-ap-style-mistakes-frequently-found-todays-press-releases%2F&sa=D&sntz=1&usg=AFQjCNHo48hOOr6-HUl_IzIlUao8IDNPUw)

**Image Size Guide***Note: this section should be checked / updated regularly. Last updated 5/2/19 based on:* [*https://sproutsocial.com/insights/social-media-image-sizes-guide/*](https://sproutsocial.com/insights/social-media-image-sizes-guide/)*All sizes are in pixels unless otherwise noted.***PNW web banner (home page)**Marquee images should be 720 x 300 pixels\* \*Note: the web banner edit block page says they should be 480 x 320 pixels but that is WRONG  **Thumbnails:*** 77 w X 100 h pixels

 **Headshots:*** PNW = 200 W x 250 H pixels
* TGP = 200 W x 200 H

 There isn't a standard aspect ratio recommended for websites but 16:9 is the most common for desktops (1280 w X 720 h)**Facebook*** Business Page Profile Picture: 180 x 180 (Displays 170 x 170 on Desktop)
* Cover Photo: 820 x 312
* Shared Image: 1,200 x 630
* Shared Link: 1,200 x 628
* Event Image: 1920 x 1080 (Recommended)

**Twitter*** Profile Photo: 400 x 400 (Displays 200 x 200)
* Header Photo: 1,500 x 500
* In-Stream Photo: Minimum 440 x 220 (2:1 Ratio)

**LinkedIn*** Personal Profile Image: 400 x 400 (Recommended)
* Personal Background Image: 1584 x 396
* Company Logo Image: 300 x 300

One of the two brand logos that you should be uploading to LinkedIn is the standard company logo. This is the bigger of the two and is going to show up right next to your brand name on your LinkedIn homepage. This image also appears in the “Companies you may want to follow” section. The more enticing the photo, the more likely you’ll gain followers.* Square Logo: 60 x 60

This is the brand image that shows up when your company is searched. Make sure you use something recognizable to your brand let customers know which company is yours.* Company Cover Image: 1536 x 768 (recommended)
* Unlike the personal background image, the company or standard business background image covers the entire top of the page. The image appears much larger than the personal dimensions, giving businesses a bit more space.
* Banner Image for Company Pages: 646 x 220 (Minimum)

The banner image is one of the newest and most prominent of the images that you can use on LinkedIn. This image appears when a user visits your brand’s homepage. Since this image is located on your homepage it’s likely the visitor is actively searching for your brand, so use this opportunity to reel them in with a great image.* Hero Image: 1128 x 376

You can have a separate tab solely based on career opportunities at your company. At the top of this page sits a banner that is bigger than any of the other images on LinkedIn.You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.* Shared Image or Link: 1104 x 736 (Recommended)

**YouTube Image Sizes*** Channel Profile Image: 800 x 800
* Channel Cover Photo: 2,560 x 1,440
* Video Uploads: 1280 x 720 (Minimum HD)

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