This guide and companion tools are designed to prepare a regional association to celebrate the centennial anniversary of the community foundation field.

The portfolio is intended for use by any regional association whose members are accredited with National Standards for U.S. Community Foundations.
Portfolio At A Glance

Year-Long Social Media Plan

- Sample posts
- Social media tips
- More!

14 Social Media Graphics

1 Profile Badge

1 Infographic Poster

1 Policymaker Flyer

1 Press Release
2014: A landmark year for community foundations everywhere

One hundred years ago, in 1914, Cleveland lawyer and banker Frederick H. Geoff established the first community foundation, giving rise to a new philanthropy, a new way of participating in community, and a new vision for the future.

As community foundations from coast to coast commemorate this centennial anniversary, regional associations have an opportunity to champion place-based philanthropy by celebrating their community foundation members.

This new Community Foundation Centennial Portfolio for Regional Associations uses the occasion of the community foundation field’s 100th anniversary to promote the good work of your members—and your own—in a fresh, timely way.

New tools for timeless messages

The Centennial Portfolio is designed to help you generate awareness of, and interest in, your community foundation members by delivering powerful, time-tested messages, refreshed with new graphics and new expressions that are well-suited for sharing and social media.

Some of these tools focus on the community foundation centennial; most simply use the centennial as a launching pad for beginning a discussion about your state, your association and philanthropy. How much or how little you include this centennial messaging will depend on how well it fits with your current communications strategy.

In the following pages, you’ll find a social media plan that can help your regional association increase your social media presence and activity to engage community foundations and other key members of your network. This plan includes a 2014 calendar to help your association plan 38 posts throughout the entire year. The best social media posts feature foundations, people and organizations that those in your networks may know, as well as useful knowledge, timely and actionable news, examples of impact and inspiring community stories. So in addition to several “core messaging” posts—which reinforce the central messages of community foundations throughout your state, as well as the centennial—the portfolio includes suggestions to help you celebrate the successes of your member foundations.

Attract attention to your posts with included infographic-style visuals, which can be shared via social networks or incorporated into your website, e-newsletters, other digital media and in-person presentations. Several of these infographics can be customized to highlight information particular to community foundations in your own state.
These tools contain high-level messages about your state’s community foundations, giving you easy ways to communicate their unique value during their 100th anniversary. Use these tools to highlight their statewide impact, as well as the benefits they bring to individual communities across the state.

The press release and handout are provided as Microsoft® Word® documents for easy customization. Simply replace the highlighted text with information specific to your community foundation and publish or distribute it to your target audience.

**Press Release**

This release introduces your community foundation members to the broader public in the context of their centennial year. Customize this document and distribute it to your state’s media outlets. Be sure to follow up with any contacts you engage. The release is also a source of talking points that you may use with anyone interested in learning more about the community foundation centennial.

**Handout**

This one-page handout can be used to engage state or district representatives and policymakers. When talking to state policymakers, messaging about community foundations’ statewide impact can be especially effective when paired with highly personal impact stories from their own districts. This handout promotes community foundations and their importance to supporting vibrant, thriving communities throughout your state. Make it yours by adding your logo, state name and statistics, a custom photo and any other details.

**Infographic Poster**

Included in this portfolio is an infographic template designed to help you convey state-specific community foundation facts at a glance. This poster has been created in Microsoft® PowerPoint® so that you may customize it with your state’s name and statistics. See page 15 for customization tips.

To print this file:
1. First save it from .pptx format to .pdf format: Under the print menu, select PDF creator and follow instructions
2. Print the new .pdf that you have created in Ledger size (11 x 17 in).
Many regional associations are aiming to increase their social media networks to raise awareness on behalf of member organizations. The 100th anniversary of the community foundation field provides a timely opportunity to promote your members and extend their social media outreach during 2014.

The following plan focuses on Facebook activity, but many of the same messages and visual support elements may be repurposed for individual community foundation websites as well as other social media channels such as Twitter. See page 13 for community foundation social media tips.

Visual assets have been created to amplify many of the posts provided here in Microsoft® PowerPoint® to allow you to customize with text and photos that best represent the community foundations in your state.

Key to a variety of regular posts throughout the year
- Community Foundation Core Message Posts (14)
- Spotlight: Community Foundations (26)
- Profile badge during National Philanthropy Day (month) or other promotional opportunity
Community Foundation Core Message Posts

1. Happy anniversary! The oldest community foundation in America was founded 100 years ago this year, State’s first community foundation, Community Foundation Name, opened its doors in 19XX. Since then, XX community foundations have begun making life better in cities, counties and towns throughout the state.

See page 14 for tips on customizing this infographic.

2. The community foundation movement was born 100 years ago, and it’s still growing: The newest community foundation in State is Community Foundation Name. Find out more about place-based philanthropy at www.RA_URL.org.

See page 14 for tips on customizing this infographic.

3. The 700 U.S. community foundations grant approximately $4.5 billion annually. With $XX million in assets, Community Foundation Name grants $XX million each year—making it the largest community foundation in State. Learn more at www.RA_URL.org.

See page 14 for tips on customizing this infographic.
4. Great grants! With more than $XX million in collective assets, community foundations in State have made $XX million in grants to improve quality of life in local communities, thanks to thousands of visionary donors.

See page 14 for tips on customizing this infographic.

5. Big difference! Through the generosity of thousands of State demonym (e.g., Michiganders), our community foundations make grants of $XX million each year. This money is invested to fund community good—forever.

See page 14 for tips on customizing this infographic.

6. Did you know? There are more than 700 community foundations in the United States, and more than 1,700 around the world. We have XX doing excellent, necessary work right here in State.

See page 14 for tips on customizing this infographic.

7. Community foundations in State are tackling big issues with local resources. From arts and culture to community development, from health to education, your local community foundation can help you give to the causes you care about. Find out more at www.RA_URL.org.

See page 14 for tips on customizing this infographic.
8. Best practice: # of State community foundations are accredited with the most rigorous standards in philanthropy! Learn more about the National Standards for U.S. Community Foundations at www.cfstandards.org.

See page 14 for tips on customizing this infographic.

9. The XX community foundations in State offer a unique blend of local expertise, personalized service and community leadership. To get connected with a community foundation near you, visit www.RA_URL.org.

See page 14 for tips on customizing this infographic.

10. Growing good: See what can happen when you donate to your local community foundation through the power of endowment! There are XX community foundations addressing local causes and meeting needs in communities throughout State. Find yours at www.RA_URL.org.

(Choose one of three)

See page 14 for tips on customizing these infographics.

11. What would happen if just 5% of the wealth that will be transferred over the next 10 years was invested in State’s future? Imagine the possibilities! Learn more at www.RA_URL.com.

See page 14 for tips on customizing this infographic.
12. Community foundations everywhere are celebrating their 100th anniversary this year! Here are 10 reasons community foundations are among the finest options for place-based giving in State. Visit www.RA_URL.org to find a community foundation near you.

(Use this graphic multiple times)

See page 14 for tips on customizing this infographic.

13. Did you know? XX of Youth Advisory Councils in State have recommended more than $xx in grants to organizations doing great work in their communities! Learn more at www.RA_URL.com.

See page 14 for tips on customizing this infographic.

14. Young people want to have a say in the future of their communities. State’s community foundations help make sure they have a voice. Ask your community foundation what Youth Advisory Councils have been up to in your hometown!

See page 14 for tips on customizing this infographic.
Spotlight: Community Foundations

(approximately every two weeks)

These posts highlight the impact individual community foundations are creating in cities and towns throughout your state. To gather compelling stories from your member foundations, you can solicit them directly, pull donor or great grant stories from community foundation newsletters (with their permission, of course) or follow and share their own posts on various social networks. The social media guidelines on page 13 include tips to help you identify and select the best stories for reposting to your own networks.

Examples...

Maggie Griffin has loved ballet and the theater since childhood and today made a generous $100,000 endowment gift to Hometown Community Foundation to support Performance Art, so that generations to come can share in her joy. What’s your favorite arts activity in town?

*Photo + Message*

Local Neighborhood Association plans to use a $20,000 grant from Hometown Community Foundation to build a new play area and clean up the pond in Local Park. Share your Local Park memories and hopes with the community foundation at www.RA_URL.org.

*Photo + Message*

In 1992, a Hometown Community Foundation challenge grant initiative and community forum series rallied neighbors and businesses to give back and get involved in revitalizing the Brookside neighborhood. See how this effort is still paying off today—and find out how we can work together on what’s next.

*Photo + Message*

How do you give back? This week, Hometown Community Foundation staff and board members are volunteering at local food pantries and shelters that nourish and shelter those most in need.

*Photo + Message*

#CF100
Follow this hashtag!
Community foundations are being asked to include this tag on the best stories they Tweet and post on Facebook.
Profile Badge
(month of November)

During November (which includes National Philanthropy Day) or any time during the centennial year, you can celebrate your community foundation members by customizing your profile picture on Facebook or Twitter with a special message. Invite others in your network to do the same.

To add this banner to your profile, visit http://twibbon.com/Support/community-foundations-100 and follow the easy steps on the Twibbon website.
Social Media Tips: Increasing your impact with networks

General

- **Be likable:** Initiate a friend-raising campaign, where you ask people for likes and offer small charitable contributions (e.g., a dollar to a community foundation in support of an identified cause per like; change the cause each month) or gifts (e.g., a latte for every 25th like) as an incentive.

- **Dive deep:** Whenever possible, link your post to a section of your association’s website that provides deeper information and opportunities to engage that are focused on the topic of your post. When your community foundations publish a compelling story, use social media to spread the word by linking to their blogs, websites or e-newsletters.

- **Follow your members:** Each of your member foundations is likely to participate on at least one social media network. Take the time to find and follow or like every one. Actively monitor their feeds for compelling stories about donors, grants, events and local impact. You may find this approach especially helpful for populating the Spotlight: Community Foundations posts in the social media calendar provided in this guide.

- **Promote others:** Use social media as a tool to highlight what your community foundations and other members are doing. This is a good way to build your network and expand your reach while celebrating your state.

Facebook

- **Look lively:** Bring a digital camera to every local event where the regional association plays an active role and be sure to snap a high-quality, landscape-orientation photo for use as your association’s Facebook cover image. Aim to change this image on a weekly or monthly basis. As you post the photo, tag members, community leaders and nonprofit organizations.

- **Show and tell:** Balance image posts with text-only posts: While posts accompanied by an image are more eye-catching, Facebook does not permit 100% of an organization page’s image posts to enter the newsfeed of followers. Text-only posts are not filtered in this way.

- **Offer invitations:** Use the Facebook events functionality to invite followers to real or virtual events, e.g., create an “event” that invites followers to support a campaign, or invite them to real events that you are hosting. As followers accept these invitations, their networks will see this activity in newsfeeds, enabling you to extend potential reach beyond your basic network.

Twitter

- **Link back to your website:** Post a compelling message that makes people want to know more. Link them back to your website so they can get to know you better.

- **Use hashtags:** Hashtags aggregate information so your audience members can see many tweets related to the same topic. They’re also helpful for building communities of like-minded Twitter users.

- **Keep a special eye on the hashtag #CF100:** Your community foundation members will be using #CF100 to identify their most compelling stories as part of their own social media strategies. This will help you find the best stories to promote your own members; the team at the Council on Foundations also aims to repost these successful Community Foundation innovations and achievements during the centennial year and beyond. By scanning posts tagged #CF100, you may find the best material for your association’s Spotlight: Community Foundations.

- **Share knowledge:** Twitter is an excellent tool for sharing information from others in your field. Look for articles, reports and blog posts from reputable sources like the Council on Foundations (@COF_), your community foundation members, and Stanford Social Innovation Review (@SSIReview). Tweeting links to this information can help you become a reliable resource for interested followers.

- **Keep it short:** Twitter limits the number of characters in each tweet to 140, but you may want to keep it shorter than that. Limiting your tweets to 120 characters or less will make it easier for others to retweet you or add their own thoughts and endorsements as they pass along your post.
Social Media Graphics

The following graphics are provided as Microsoft® PowerPoint® files to allow for easy customization by every regional association. No advanced graphics software or technical experience is necessary.

Feel free to repurpose these images for any medium: social media, eblasts, print newsletters, websites, handouts, presentations, etc. If you wish to remove the centennial footer from any of the slides, simply select the footer bar and delete it. You may also change font, color, images or content to better align these messages with your brand.

Ways to customize:

1: Add custom information

While some of these files may be used as-is, some include placeholders that you will want to customize before posting:
1. Replace bracketed information, e.g., {Hometown Community Foundation}, with your organization’s name
2. Replace “xx” where it appears with numeric information, e.g., describing the year your organization was founded or the dollar amount of your grantmaking

2: Add custom photos

In many places, you may choose to change photography. Here’s how:
1. Right click on the picture
2. Select “Change Picture…”
3. Find and select the desired image on your computer
4. Click “Insert”
5. Resize, crop or reformat as needed

To create a custom collage, use http://www.fotor.com/features/collage.html

3: Prepare your file to post online

To save a graphic as an image file rather than a PowerPoint slide, select File, then Save As. In the “Save as type:” dropdown menu below the file name, click the arrow to expand the list and select your preferred file type: GIF, JPEG, PNG and TIFF are acceptable file formats for most purposes.

Endowment Graphic Options

Choose from three graphics, each with a different initial gift amount ($5,000, $100,000 and $500,000) to best appeal to your target audience.
The Community Foundation Centennial Portfolio includes a ledger-sized (11 x 17 in) poster formatted in Microsoft® PowerPoint® that you may customize with state information.

To customize this .pptx file:
1. Replace (State) with the name of your state wherever it appears
2. In the Community Foundation Giving Fast Facts column at right, replace the “#” and “$xx” placeholders with figures that represent your organization
3. In the section titled “Investing Locally as Wealth Transfers to the Next Generation,” replace “$XX” with dollar amounts

To print this file:
1. First save it to .pdf format: Under the print menu, select PDF creator and follow instructions
2. Print the new .PDF that you have created in Ledger size (11 x 17 in)
The Community Foundation Centennial Portfolio is sponsored through a joint partnership between the Council on Foundations and Michigan (Midwest) Community Foundations’ Ventures.

Portfolio Taskforce
This portfolio was developed with the insight, advice and contributions of these regional associations and community foundations.

- Council of Michigan Foundations
- Indiana Grantmakers Alliance
- Philanthropy Ohio
- Ann Arbor Area Community Foundation
- The Columbus Foundation
- Community Foundation of St. Joseph County
- Community Foundation of Southern Indiana
- Grand Rapids Community Foundation
- The Troy Foundation