Communications and Marketing Notes for Affiliates

These notes are meant to help you to better understand the tools and resources you have as an Affiliate of The Alaska Community Foundation. Please use this as a learning and reference tool, and feel free to contact ACF with any questions about its contents.

Communications and Graphics Manual

Use the manual for best practices in communication.

This Communications & Graphics Manual was updated in April of 2017 and it includes a variety of information relating to best practices for internal and external communications for Affiliates. As an Affiliate, please ensure that you read this, as it may provide some very helpful pieces of advice for your communications. Affiliates are encouraged to follow the graphics standards set out in this manual to ensure consistent external communications from all of ACF and its Affiliates. Graphics Manual best practices are to be used for all external communications from the Affiliate, including newsletters, annual reports, letters, flyers, and brochures.

Website Content

Keep your webpage with ACF up to date with relevant content.

The Affiliate webpages on the ACF website include eight standard or stock pages. It is up to each Affiliate to create content to these pages. Whenever you have content to be updated or added to your site, please contact the communications staff at ACF by emailing Alexandra at abecker@alaskacf.org. ACF is always here to help you accomplish a current and relevant web presence by providing writing and content support. ACF will provide you with this standard template design and these eight stock pages, but any additional design work will come at a cost to each Affiliate through their operating fund and will still need to comply with branding and marketing standards of ACF and National Standards.

Affiliate homepage

Your Affiliate homepage should include some basic information about your Affiliate community foundation, including:

- Your community foundation name
- Geographical area of focus
- Some interesting facts on your community(ies)
- Your own tagline/motto
- Reference to your community foundation as a permanent fund with ACF and what that means for donors (long-term endowment, allowing for investment in the community's future for the long run)
- Mention donations (how to give, what they are used for, successful projects, current grant and scholarship opportunities)

Funds

The Funds page should include a list of all Funds with your community foundation.

Donate

The Donate page should include some basic language about the benefit of giving, and then include the mechanisms by which users can donate, including mail, phone, in person and online. Online donations are managed by ACF for you and this can link directly to the ACF online donation portal.

Grants & Community Projects

Make sure you keep this page always up to date. It is important to keep online visitors aware of your past and current projects and grants. For current grants and projects seeking applicants, be sure to include online application links as well as any related forms.

News

Use your news page to update online visitors about what your community foundation is doing in the community:

- Announce new grant and scholarship recipients
- Announce new donors (unless they have requested to be anonymous)
- Reveal when new funds are established
- Share press releases
- Link to media coverage and news clippings

Contact Us

The website should include all relevant contact information, including email, mail, and phone. Please also include ACF contact information.

For additional information, contact The Alaska Community Foundation. You can link to our contact page here: http://www.alaskacf.org/tabid/190/Default.aspx

Steering Committee/Board of Advisors

Include a full list of your current steering committee or board of advisors.

Please note that ACF staff is always here to assist you with website content creation, updates, and other relevant needs. Our regular turnaround time for requests is one week, but may take up to two during busy times.

Affiliate Emails

We provide a customized email to every Affiliate for official business and inquiries. These are set using a standardized name of the Affiliate Community Fund and are housed at our alaskacf.org server. Example: ketchikancf@alaskacf.org, greatersitka@alaskacf.org). Please contact Shawn Rivera (srivera@alaskacf.org) for information about your email address.

Press and Public Relations

Media coverage can raise awareness and help you to achieve your goals.

Here is a sample press release. Please feel free to use this template for your own press releases. If you decide to draft your own press releases, please send them to the ACF Communications Specialist for review, as well as distribution, if you need or desire assistance in distribution of the press release to media outlets. **A sample press release template is available to you in your Affiliate toolbox.**

FOR IMMEDIATE RELEASE
Date

MEDIA CONTACT:
Name
Email
Phone

Always include this stock information in your press release. Please always include a contact at ACF as well as someone with your Affiliate.

Foundation to host seminar on fundraising 101

Your press release title should be short, simple and explain exactly what the release is about. You may include a subtitle also.

The Jessica Stevens Community Foundation, an Affiliate of The Alaska Community Foundation (ACF), is offering a free seminar on grant-writing and successful fundraising for Northern Susitna-region nonprofit organizations on Wednesday, September 19, 2012 from 10:00 a.m. to 2:00 p.m., at the Northern Susitna Institute. Regional funders will discuss what makes a project attractive to their organizations and will attempt to ease some of the discomfort associated with requesting funding.

Engage your reader in the first paragraph. Include the pertinent details, including time and place of an event or deadlines for a grant or scholarship application. Typically, you want to also include some engagement in the first paragraph, e.g. explain why this is newsworthy.

The seminar will begin with a review of grant writing essentials with Anne Remick, program officer for The Alaska Community Foundation, and a lunch roundtable discussion on "Strategies for Success" with Sondra Porter, president of the Talkeetna-based Jessica Stevens Community Foundation advisory board. Aleesha Towns-Bain, senior program associate at the Rasmuson Foundation, and Sharon Scott, program officer of Mat-Su Health Foundation, will provide an overview of grant opportunities through their respective foundations. Nonprofit board, staff and volunteer leadership are welcome to attend this free seminar. Leaders should be prepared to discuss their organization's overall mission and current activities. Lunch will be provided.

If you are hosting an event, offering a grant application, or otherwise calling your reader to do something, make sure you include a contact where readers can get more information, typically a phone number, email address and your website.

For more information and to register for the seminar, contact [Name] at (907) 733-2388 or name@alaskacf.org.

The ### indicates the end of your press release.

About the Jessica Stevens Community Foundation
The Jessica Stevens Community Foundation, an Affiliate of The Alaska Community Foundation, is a permanent fund dedicated to building healthy communities in the Northern Susitna Valley by raising a perpetual endowment to address community needs now and into the future. Over 120 families, business, individuals and foundations have contributed to create the permanent endowment at JSCF. Earnings from the fund are distributed annually through grants to local nonprofits. More information is available at www.jessicastevenscf.org.

Develop boilerplate paragraph about your Affiliate community foundation to include in all press releases.

About The Alaska Community Foundation
Established in 1995, The Alaska Community Foundation is a statewide platform for philanthropy that connects people who care with causes that matter. Holding approximately $79 million in more than 400 funds for the benefit of Alaskans, ACF grants $3-4 million each year to charitable projects and nonprofit organizations across the state. Our mission is to inspire the spirit of giving and connect people, organizations and causes to strengthen Alaska's communities now and forever.. For more information, visit **www.alaskacf.org** or call (907) 334-6700.

Please use this boilerplate for The Alaska Community Foundation following boilerplate about your Affiliate community foundation.

Do not use "I" or "we." Refer to yourself from a journalist's perspective.

Shorter is better. If you can say it in one page, do so. Do not go over two pages.

Participate in meaningful conversation through one or more social networks.

The Alaska Community Foundation is currently using social media to connect with donors, grantees and the public at large. Affiliates are encouraged to do so as well. A majority of the US population is using at least one social network on the Internet and these networks are an effective tool to communication, when used properly. Please refer to the most current handout outlining social media basics for more information on how to most effectively use social media for promotion, fundraising and to raise general awareness about your foundation and your community.

If and when you set up any social network, please let ACF know so that we can promote it on our own social networks as well.

Google Alerts

Monitor yourself and your community.

Google Alerts is a content change detection and notification service, offered by the search engine company Google. Google Alerts automatically notifies users when new content from news, web, blogs, video and/or discussion groups matches a set of search terms selected by the user and stored by the Google Alerts service. Notifications can be sent by email, as a web feed, or displayed on the users' personal Google page (all Gmail users have what is called an iGoogle page).

Currently there are six types of alerts sent when new content matches the search terms of the alert:
- Everything – (default setting) aggregates News, Web and Blogs
- News – sent when matching content makes it into the top ten results of a Google News search
- Web – sent when new web pages appear in the top twenty results for a Google Web search
- Blogs – sent when matching content appears in the top ten results of a Google Blog Search
- Video – sent when matching content appears in the top ten results of a Google video search
- Groups – sent when matching content appears in the top fifty results of a Google Groups search

For your purposes, Google Alerts is most helpful in keeping an eye on media outlets online, such as newspapers, TV and radio station websites, which update print content on their websites. To set up your own Google Alerts, go to http://www.google.com/alerts. Your search query should include relevant search terms, including your Affiliate community foundation name, "The Alaska Community Foundation," your community name, and the name of any individuals, programs, or other related nonprofits.

You can have the Google Alerts sent to you via email or "Feed," which refers to your Google Reader account. To set up a Feed to Google Reader, you simply need a Gmail account. Once you have a Gmail account set up, you can access your Google Reader here: www.google.com/reader/. So long as you are logged into your Gmail account, this link will always bring you to your news feed.

If you have any questions about how to set up Google Alerts, feel free to contact the ACF Communications Specialist for assistance.

Brochures, Newsletter and Other Marketing Materials

ACF staff are here to help you with your external communications. We are happy to collaborate with you on content to help you achieve the look and message that you feel is best for your communities. Please connect with the Communications Specialist when you want to update existing marketing materials or when creating new ones. In addition to content assistance, ACF will provide:

- Professional graphic design work on marketing materials ($125/hr – *subject to change if rates increase*)
- Printing services, if desired, to assist with layout and proofing

In addition, the Communications Specialist is available to provide a limited amount of graphic services to you at no charge. We can prep graphics for a printer, create simple banners and cards, and complete others on a case-by-case basis. If you have a project you need assistance with, please let us know. We may be able to provide graphic support in-house.

As ACF and all Affiliates are interested in a consistent and strong brand, all Affiliates are required to share external communications materials with ACF for final approval. In addition, in order to maintain National Standards for Community Foundations, there are certain branding and marketing procedures and rules we are required to follow. Please refer to the ACF branding partner rules (found at the end of this document) for a partial explanation of some of the requirements. In addition, all Affiliate must adhere to certain requirements for all of their marketing materials. **To ensure this, ACF staff are here to proof and approve all marketing materials and should do so before any materials go to print.**

Please remember when creating materials:

- *Affiliates should not represent themselves as an entity separate from The Alaska Community Foundation in any of their materials.* To this end, all references to each Affiliate should include "… an Affiliate of The Alaska Community Foundation" as stated on the logo.
- Please pay careful attention to the style guidelines in this document for all communications and remember to adhere to:
    - Fonts/Spacing
    - Colors
    - Formatting (including usage and placement of logo)

We also provide a library of templates and customized marketing materials (listed below) for every Affiliate. We encourage you to edit content and language, and send your edits to the Communications Specialist who will make changes and work with you to create marketing content that is ideal for your community and your donors. The Communications Specialist is also here to help you with your external communications, from final proof read of a press release, layout assistance for a flyer, or collaboration on your annual newsletter. We provide an Affiliate Toolkit (details below) to every Affiliate community. Any additional marketing materials can be developed, but will be funded through the Affiliate's operating fund.

Affiliate Toolkit (marketing materials provided at no extra cost):

- Rack Card
- Brochure
- Newsletter Template
- Letterhead Template
- Remit envelope

- Logo versions
- Thank you card
- Sample Bequest Language
- Pledge Form

Other Resources:

- Sample language for end of year appeals
- Stewardship documents, including legacy giving
- Press contacts, if desired
- Pictures
- Tips and tricks for printing materials
- Copy of style guide for Affiliates
- Copies of PowerPoint Presentations for community outreach

Please note:

We encourage all Affiliates to create content that is unique to their communities and will most effectively reach their donors. For that reason, there are a great deal of marketing materials that Affiliates may make themselves and submit to the Communications Specialist for approval. However, due to our adherence to National Standards, there are a few documents that must be created by ACF staff at the main office. These include:

- Rack Card
- Brochure
- Letterhead
- Logo (any and all)
- Remit Envelopes (and any documents related to finance)

Colors

Color

When printing in color, ACF uses PMS 186 (the red) for the logo. For graphic purposes, we have rendered the logo in other colors; these exceptions are led by the Communications Specialist working with the graphic designer, however. When staff use the logo in general communications, they should always choose the logo in PMS 186 or black and white. The Affiliate logo also includes PMS 130 (yellow) and PMS 425 (grey). Our color purple is PMS 520. Please see the Color Schemes attachment for more information.

Corporate PMS Colors

PMS 186 (red)

CMYK= C:0 M:91 Y:76 K:6
RGB = R:225 G:58 B:62

PMS 130 (yellow)

CMYK = C:0 M:27 Y:100 K:0
RGB = R:254 G:190 B:16

PMS 425 (gray)

CMYK = C:0 M:0 Y:0 K:77
RGB = R: 95 G:96 B:98

Please refer to the "Branding Guidelines for Partners" attached to this document for more detailed information.

Usage of Logo

The ACF logo should be placed on the right side of any page whenever possible, for consistency. (Exceptions are made for many marketing materials, but these are on a case-by-case basis as led by the Communications Specialist.) All uses of the ACF logo by other organizations must be approved in advance by ACF and adhere to the guidelines in this manual. This includes production of any invitation, stationery, special report, flyer or brochure. Requests to use the logo should be directed to the Communications Specialist. Please see the template library (attached to this document) for more specific

examples for the use of the logo in templates. On some occasions, a square version of the logo may be used on the left-hand side of the document header.

Co-branding with Affiliates

Co-branding is a simple and easy way of showing support while helping to spread the word about ACF and the organizations with which we are affiliated. The logo provided by ACF to Affiliates should be used within these few guidelines to maintain a clear, consistent look for ACF throughout the state. The tagline, "connecting people who care with causes that matter," should also be used as the tagline whenever possible.

Affiliates should use the following line when describing or introducing themselves in any written medium, especially press releases: "The [Affiliate] Community Foundation, an Affiliate of The Alaska Community Foundation."

When creating press releases or dealing with the press, Affiliates should first contact the ACF Affiliate Program Officer who can take the appropriate steps to connect the Affiliate with the ACF Communications Specialist. In order to ensure that Affiliates are in line with National Standards in their communications, they are required to receive approval of all press releases from the ACF Communications Specialist before sending to the press and to include ACF in all dealings with the press or external communications.

ACF Name for External Communications

Use: The Alaska Community Foundation, ACF

Do Not Use: Alaska Community Foundation, The ACF, TACF, T/the Foundation*

*Note: You may use "T/the Foundation" for internal communications or in special circumstances for external communications. For questions on when to/not to use this, ask the Communications Specialist.

ACF Mission

Our Mission:

> **Inspiring the spirit of giving and connecting people, organizations, and causes to strengthen Alaska's communities now and forever.**

We use the following "blurb" to describe ACF:

Established in 1995, The Alaska Community Foundation is a statewide platform for philanthropy that connects people who care with causes that matter. Holding approximately $79 million in more than 400 funds for the benefit of Alaskans, ACF grants $3-4 million each year to charitable projects and nonprofit organizations across the state. Our mission is to inspire the spirit of giving and connect people, organizations, and causes to strengthen Alaska's communities now and forever. For more information, visit **www.alaskacf.org** or call (907) 334-6700.

If a very brief description is needed, the following may be used.

The Alaska Community Foundation connects people who care with causes that matter in an effort to grow philanthropy across Alaska.

Font/Spacing

Use of a limited set of typefaces helps to promote a consistent look for all communications, from specially designed printed pieces to something as simple as a letter or quick flyer. All letters from ACF should be created in Garamond, 11 or 12 point font. The fonts to be used in documents other than letters are as follows:

Headlines Garamond; 22 point

(Put a full line before Subheads)

Subhead (first) Garamond; 16 point

Subhead (second) Garamond; 11 or 12 point bold

Text Garamond; 11 or 12 point

These sizes are guidelines for letters and general communication documents. For graphic materials or others, the size of course may be adjusted to fit the formatting.

For certain graphics needs or for some policy and instructional documents, Gill Sans may be used as a Sans Serif option for titles and certain subheadings. Gill Sans should never be used for letters, reports, or the main text of any document.

Headlines Gill Sans; 14 pt

Spacing

Single line spacing, 6pt after. Use single spacing and 0pt after for bulleted lists. Paragraph settings as follows:
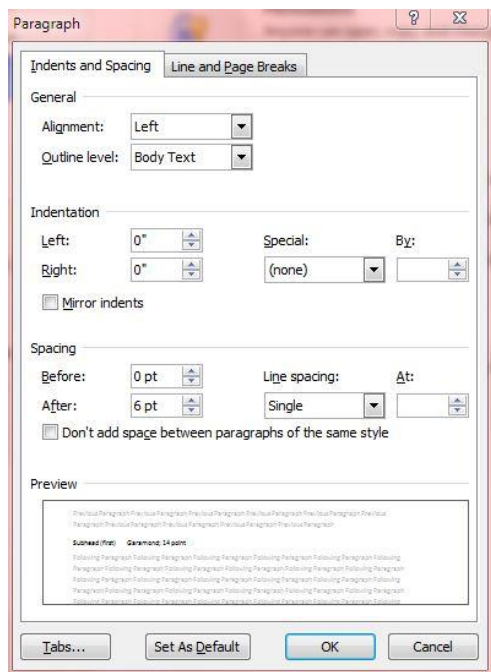
Page Margins

On pages with the pre-printed letterhead, use a 1.8" margin on top and a 0.7" margin on bottom, left and right. On pages printed without the letterhead, use a 0.7" margin on top, bottom, left and right.

Outline Format

For documents requiring a numbering system, the following should be used:

1. First
    a. Second
        i. Third

For bulleted lists, please use square bullets:

- Example
- Example

Headers & Templates

What follows are a few templates that are ready-made for Affiliates to use for internal and external documentation. It should be noted that your letterhead may always be used, but in certain contexts other templates may be more appropriate or useful. Copies of templates are available to you in your Affiliate toolbox. What follows are the guidelines for one or two of them.

[TITLE]

[Subtitle]

This template follows the following formatting:

TITLE (Begins one full space down from top, use Garamond font, left justified, bold, size 12 font)

Subtitle (Garamond, left justified, unbolded, size 12 font)

Logo (right justified, 0.9" high for Chilkat and Golden Heart, 0.6" for all others. Please use logo with spacing as shown in formatting above)

Page margins: 0.8" from top, 0.7" from left, right, and bottom. Header and footer 0.5" from top and bottom edge of page.

For Excel documents, this same format can be used:

TITLE (Begins one full space down, five spaces from left, Garamond, left justified, bold, 12 font)

Subtitle (Begins five spaces from left, Garamond, left justified, unbolded, size 12 font)

Logo (right justified, 0.9" high, please use logo with appropriate spacing as shown in formatting above)

Page margins: 1.25" from top, 0.7" from left, right, and bottom. Header and footer 0.25" from top and bottom edge of page.

As noted, your logo should be placed on the right-hand side of the top of your document whenever possible. In some cases, however, a square logo may be used. This is only in instances where your name and The Alaska Community Foundation's name are already clearly visible. In these cases, this header may be used. Please see the templates in your toolbox for more information.

[AFFILIATE NAME OR TITLE OF DOCUMENT]
[Subtitle]

You can change the fonts into "small caps" by clicking on the "Home" tab, "Font" and checking the "small caps" box.

For information templates created by the Communications team and appropriate places to use them, please adhere to the style guidelines and see the templates included in your toolbox.

If there is no template to suit your needs exactly, please remember to follow the guidelines here for fonts, sizes, placement of the logo, and header and footer formatting.

Email/Signature

The body of an email should be written in Garamond, 11 point, black font. You can set up this font as the default in Outlook by following these directions: Format Text > Change Styles > Fonts > "Black Tie"; Format Text > Change Styles > Set as Default

Your email signature should look as follows in Garamond, 11 point, black font:

Name
Email
Title

The Alaska Community Foundation
Main 907.334.6700/855-336-6701
Direct 907.xxx.xxxx

www.alaskacf.org | @AKCommunity | Facebook.com/AlaskaCF

Please use your logo here

Connecting People Who Care With Causes That Matter

Remember to Pick.Click.Give. when you apply for your PFD.

Grammar and Punctuation Guidelines

Abbreviations

If there is another name that may confuse readers as to what ACF stands for, then when you use the full name of the organization followed by its initials on first reference followed by the abbreviation in parentheses, if you plan to use only the abbreviation late, e.g., The Alaska Community Foundation (ACF). If there is no other name in the writing and no reason why a reader should be confused (as will be the case most of the time), then you do not need to reference the initials in parentheses at all. Do not use an abbreviation to start a sentence; instead, spell the name out, or reword the sentence so the name of the organization is not at the beginning.

Ampersand

The ampersand (&) is used only when it is an official or common part of an organization's name. When in doubt, see the official letterhead of the organization. In regard to funds at the community foundation, do not interchange an & for the word "and" in internal documents. Fund names should remain consistent with the donor's wishes in the master files.

Capitalization

The following terms are capitalized:

> Affiliates
>
> Board of Directors (ACF Board, the ACF Board, Board members, etc.)
>
> The Alaska Community Foundation
>
> Committee when given a proper title, e.g. "External Relations and Communications Committee"
>
> Titles when used with an individual's name, e.g. "The Board Chair, Susan Behlke Foley, agreed."
>
> Fund, when used with the name of a fund, e.g. "The Alaska Fund, Affiliate Fund"

The following terms are not capitalized:

> fund, when not used with the name of a fund, e.g. "ACF is comprised of nearly 300 component funds."
>
> committee when written without a proper title
>
> titles when are not used with an individual's name, e.g. "The board chair agreed."

Dates

Dates	The examples below show the correct way to write dates in narrative text. No comma is necessary when referencing only a month and a year
	Tuesday, August 10, 2000
	May 1
	June 2001
	Do not use rd, nd, th in dates, except in generic form as in the 15th or 30th of each month
Months	Spell out in narrative text. Do not abbreviate March, April, May, June or July
Days of the week	Spell out except in tables
Decades	No apostrophe. 1980s; 1990s
Seasons	Lowercase
Years	1992-1993; not 1992-93

Directions

Lowercase north, south, east and west.

e.g., and i.e.

E.g., represents the Latin phrase (*exempli gratia*, meaning *for example*. The periods and comma are necessary. i.e., represents the Latin phrase (*id est*, meaning *that is*. It is generally used to restate a phrase. (See numerals entry in this section)

Names

funds	Specific funds should be identified as the XX Fund of The Alaska Community Foundation, using title case. Types of funds should be identified as lowercase
Jr., Sr., III, PhD	Use commas to separate from the name
titles	In running text, capitalize only if the title precedes the name

Numbers

Spell out one through nine.

Use numbers for 10 and above, unless the number begins the sentence.

Use million or billion instead of writing out a seven or eight digit number (e.g., 12 million people, $4.2 billion). Do not drop the word million or billion in the first figure in a range. It should read from $15 million to $20 million, not from $15 to $20 million, unless you really mean $15.

Punctuation

Colon	The most frequent use of a colon (:) is at the end of a sentence to introduce a list or series. Additionally, a colon should be used between sentences if the first sentence has formally introduced the information in the second sentence. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.
Comma	In a series of items, omit the comma before last item
Dashes	There are three main types of dashes: hyphen (-), the en dash (-) and the em dash(--). Hyphenate compound adjectives except when they end in -;y (well-marked trail, newly formed fund). Use a short dash ("en dash") between numbers like 2007-2008 by using the hyphen key on your keyboard. When using a dash for emphasis in a sentence – type two hyphens with spaces on either side -- Word will turn them into a longer dash ("em dash").
Quotation Marks	Quotations marks are always placed outside periods and commas. Semicolons and exclamation points are either inside quotation marks if part of the quotation; outside if not part of the quotation.
Parentheses	Comma, semicolon, colon and dash are always outside parentheses (unless, in rare instances, it is part of quoted parenthetical material). Period, exclamation point and question mark, when punctuating the entire sentence, are outside the parentheses
Semicolon	In general, the use of a semicolon (;) between two sentences is used to indicate a greater separation of thought and information than a comma conveys but less separation than a period implies. Additionally, the semicolon is used in place of the comma to separate elements of a series when individual segments of that series contain information that must also be set off by commas.

Publications

The title of complete publications (books, magazines, television shows, etc) should be italicized, not underlined. The titles of articles, chapters, or other subsets of complete works should be used in quotation marks.

Time

In narrative text, use numerals when giving the clock time. Lowercase a.m. and p.m. and include a space between the numerals and the letters. Note the use of the en dash as well (see punctuation). When referencing time in narrative text, avoid redundancies such as 12:00 p.m. noon and 8:00 p.m. tonight.

Titles

When used in narrative text, capitalize only if the title precedes the name (e.g., President Beth White or Beth White, president) unless referring to the US President.

Glossary

Commonly Used Words and Terms

The following section includes definitions, spellings and usage parameters for common foundation and Alaska terms. Please refer to this document when writing materials for the Foundation.

A

Alaska	Full state name should be used in written materials
Alaska Native	One of Alaska's Native peoples – Indians, Eskimos and/or Aleuts
American Indian	Preferred to Native American, unless specified by an individual or group

B

Board/board	Upper case for a specific board; lower case when referring to boards in general
borough	Lowercase, unless as part of the proper name for a specific borough.
breakup	Breakup as noun or adjective (break up when used as a verb)
Bush	Capitalize when referring to the portion of Alaska away from the rail and road system; lower case when used as an adjective not describing a specific region.

C

carry out	A verb, two words, meaning to put into practice or effect
chair	(of the board): lowercase, unless used in front of a name
charitable gift annuity	A gift instrument that provides payments during a donor's lifetime in return for a charitable gift, which, after the donor's death, is used for the ongoing support of the community or other nonprofit purposes designated by the donor.
charitable remainder trust	A gift instrument that provides income for life or a defined period of time to the donor or other named beneficiaries that is ultimately used for the ongoing support of the community or other nonprofit purposes designated by the donor.
closely held stock	Stock from a corporation for which most of the voting stock is held by a small number of shareholders, but which is still publicly traded. These shares are generally not available to the public.
cofounder	"Co" words are only hyphenated when the word that follows begins with a vowel
community foundation	As a generic term; capitalized when referring to The Alaska Community Foundation but then only as full name or ACF; never Community Foundation

D

disabled	General term used for a physical or cognitive condition that substantially limits one or more major daily activities; use this term instead of the word handicapped.
donor advised fund	Do not hyphenate or capitalize. A fund created by an individual, corporation or other entity that allows the donor to be actively engaged in the grantmaking process. Donor

advisors may make recommendations from their fund to specific charities, or work with the ACF staff to identify organizations in a particular field of interest or service area. This kind of fund enables the donor to designate a successor generation of advisors to carry on the tradition of active philanthropy with a family. A donor advised fund is the most popular alternative to a private foundation.

donor advisor	A donor with a donor advised fund
donor recommendations	A request by a donor advisor to make a grant from his or her fund to a named nonprofit recipient for a specified or general purpose.

E

endowed fund	Lowercase unless part of proper name; Call it "endowed fund," not "endowment fund"

F

field of interest	Do not hyphenate or capitalize. A permanent fund through which an individual donor, or group of donors, has identified long-term grant interests (by geography, issue, population or other characteristic). Part of the pool used to make Board discretionary grants.
501(c)(3)	Lower-case "c" and parentheses are necessary; no spaces
fiscal year	Spell out, unless referring to a particular fiscal year (FY 07-08)
follow up	Verb (follow-up when used as a noun or adjective)
full-time	Not fulltime
fund	Types of funds should always be printed in lower case while specific fund names should be printed using initial caps. Fund types are not hyphenated. See the stylebook for specific spellings of common terms.
fundraiser	Noun; an event or a person
fundraising	Noun, the activity of fundraising (fund-raising when used as an adjective; e.g., the fund-raising campaign)

G

grantmaking	One word
grant seeker	Two words

I

in regard to	Not "in regards to"
in-kind contributions	Written in-kind, not "inkind" or "in kind"
inner city	Noun; inner-city adjective
in-service	Training for teachers or others
Inside Passage	Historic route north and south the cruise ships follow through Southeast Alaska
insure	To guarantee against loss or harm (see ensure)
Interior Alaska/the Interior	The Tanana, Yukon and Kuskokwim river valleys.

Internet	Always capitalize
its	Single possessive pronoun, do not use apostrophe: "Company and its staff thank you." "The company promoted three of its employees."
it's	Contraction for "it is"; it's an excellent example

JK

Kenai Peninsula	Kenai or Peninsula is acceptable on the second reference
Kindergarten	Written as one word, not two

L

letter of interest	The name for the document nonprofits and charities use to request grants from the foundation's various funds.
listserv	Trade name for e-mail list software (no e); use generic "e-mail list" instead
long-range	Adjective
long-standing	
long-term	Adjective, e.g. long-term goals (long term when used as a noun, e.g. over the long term)
longtime	Adjective
low income	Noun (low-income when used as an adjective, e.g. low-income housing)

M

Matanuska-Susitna Borough	Mat-Su is acceptable on the second reference
midpoint	Written as one word, not two
multicultural	Written as one word, not two

N

Native American	Always capitalized
native Alaskan	A person who was born in Alaska (see Alaska Native)
nonprofit	No dash or space; preferred to not-for-profit

O

ongoing	Written as one word, not two
onetime	Former; one-time means only once.
organization fund	A fund established by a nonprofit organization interested in building its endowment.
over	Means "above"; use "more than" with an amount; e.g., NOT "over 300 people"

P

part-time	One word with dash
philanthropy-minded	Hyphenated as a compound adjective
preventive	Use instead of preventative

QRS

R.S.V.P.	The periods are necessary; abbreviation of French phrase meaning respond please.
scholarship fund	A fund established to provide scholarships to students who meet specific criteria as determined by the donor.
school age	The age when a child may begin school
school-age	Adjective, e.g. school-age children
southcentral Alaska	No hyphen; do not capitalize southcentral
special project fund	A fund that will have its assets contributed or granted out promptly, generally within six month; special project funds are charged higher administrative fees than standard fees.
spending policy	The amount distributed in grants each year from permanent funds of the foundation, as adopted by the community foundation's Board of Directors.
staff	A collective noun that can take both a singular and a plural verb, depending upon its use in a sentence. The staff is in a meeting (staff is acting as a unity). Staff are in disagreement (staff members are acting as individuals).
start-up	Adjective, "the start-up computer business"
statewide	
supporting organization	A "subsidiary" fund with its own identity, tax identification (nonprofit status), mission and board of directors appointed by the donors (49 percent) and the foundation (51 percent). It receives its nonprofit status because of its relationship to the community foundation and the foundation's majority on the board. The foundation markets the supporting organization as a viable alternative to a private foundation.

T

tax-exempt	Compound adjective
that	Refers to places, objects and animals. "That" is ordinarily used to introduce essential clauses, e.g. "The report that I sent you last week." "Which" is always used to introduce a nonrestrictive clause, e.g. "Laura's report on benefits, which I sent you last week."
theirs	Plural possessive pronoun, e.g. "That cat was theirs." See its.
time	8:30 a.m., 2 p.m., 12 noon and 12 midnight
time frame	Two words, not one
toward	Not towards
training	An adjective (a training session); not a noun (a training)

UV

United Way	Do not capitalize "the"

unrestricted fund	A permanent fund that can be used to support any community need or issues identified by the ACF Board of Directors. Part of the pool used to make Board discretionary grants.

WXYZ

website	Thanks to Google, there is no longer consensus so this can be written "website" or "Web site." Majority of internet users use "website" without capitalization and as one word.
well-being	Always hyphenated
who, whom	Who is the pronoun used for references to human beings and animals with a anme, e.g. "The woman who rented the room left the window open." Whom is used when someone is the object of a verb or preposition, e.g. "The woman to whom the room was rented left the window open."
World Wide Web	Or Web; always capitalize
youth	Refers to boys and girls from age 13-18 years of age

Co-branding with The Alaska Community Foundation

Co-branding is a simple and easy way of showing support while helping to spread the word about The Alaska Community Foundation (ACF), and the organizaions that they are affiliated with. When displaying the logo, or "brandmark," please follow these few guidelines in order to maintain a clear, consistent feel and look of the ACF brand.

For more information on brandmark use, such as for printed materials or using the tagline "Connecting People Who Care With Causes That Matter," please do not hesitate to contact us at the Alaska Community Foundation.

ACF Corporate PMS Colors
The Alaska Community Foundation (ACF) brandmark should always appear in PMS 186 (CMYK= C:0 M:91 Y:76 K: 6) (RGB= R: 225 G:58 B: 62)

Affiliate/ Partner PMS Colors
Within the Alaska Community Foundation there is a color coding pallet. The Affiliate and Partner funds are coded to PMS 130 (yellow) in addition to the coporate color of PMS 186. The CMYK and RGB convertions are as follows (CMYK=C: 0 M: 27 Y: 100 K:0) (RGB= R:254 G: 190 B: 16) PMS 425 (grey) is an accent color.

Positioning
The Alaska Community Foundation (ACF) brandmark should never be angled or skewed.

Rendering
The Alaska Community Foundation brandmark should not be altered in any way.

Placement
The Alaska Community Foundation brandmark should always be on the right half of the page for consistency.

Clear Zone
In order to best present The Alaska Community Foundation brandmark, the diagram to the right indicates a "clear zone" within which no other unspecified graphic elements or surface area edges may encroach or reside. All ACF applications should follow this staging method. For staging, 2X equals the width of the ACF brandmark. A minimum clear zone equal to .25X should surround the brandmark at all times. A clear zone of .5X or larger should be used when the brandmark is 1" tall or smaller. When possible, allow a large, unobstructed staging area to increase visibility and prestige of the brandmark.

Co-branding with partner logo
The Alaska Community Foundation brandmark may be integrated with a partner's brandmark. When this is the case, care should be taken to ensure proper staging and scale relation, as shown here. *The Alaska Community Foundation must approve all other configurations.*

The ACF brandmark should match the coordinating brandmark's smaller dimension in height or width. If the coordinating brandmark is a vertical shape, the ACF brandmark should match the width of the coordinating brandmark (shown at left). If the coordinating brandmark is horizontal, the ACF brandmark should match the height of the coordinating brandmark (shown at the left). The ACF brandmark should always be positioned to the right of the coordinating brandmark and be a distance of .5X from the coordinating brandmark when 2X equals the width of the ACF brandmark after proper scale has been determined. A thin, vertical rule (.5 in stroke) is to be placed in between the two brandmarks. The rule extends approximately one quarter the height of the ACF brandmark past the top and bottom edges of the ACF brandmark. Finally, the ACF brandmark should be vertically centered to the corresponding company's brandmark.
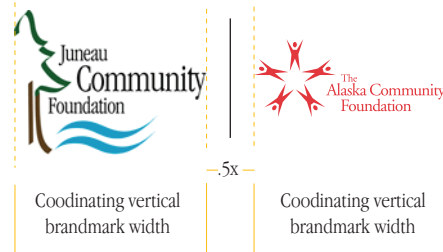
Affiliate/ Partner Fund Color Pallet

PMS 186   PMS 130   PMS 425

Positioning & Rendering

YES   NO   NO   NO

Clear Zone

2x

1x

.25x

.25x

Option 1

Example of a Vertical Layout

.5x

Coodinating vertical brandmark width   Coodinating vertical brandmark width

Example of a Horizontal Layout

Coodinating horizontal brandmark width

.5x

Coodinating horizontal brandmark width

Option 2

Juneau Community Foundation
A partner of The Alaska Community Foundation

Kenai Peninsula Foundation
A partner of The Alaska Community Foundation

Homer Community Foundation
A partner of The Alaska Community Foundation

Juneau
Community
Foundation

The
Alaska Community
Foundation

Juneau Community Foundation
A partner of The Alaska Community Foundation

KENAI PENINSULA
Foundation

The
Alaska Community
Foundation
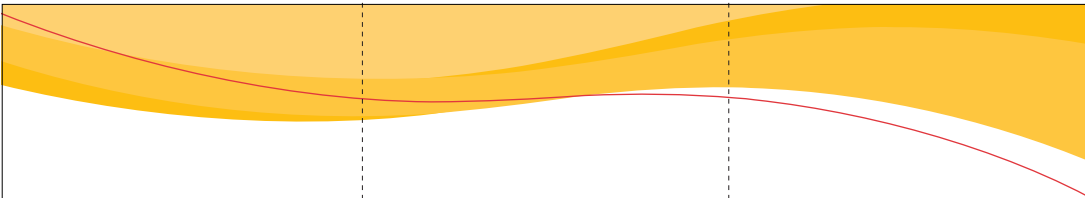
Connecting People Who Care With Causes That Matter.

Kenai Peninsula Foundation
A partner of The Alaska Community Foundation

Connecting People Who Care With Causes That Matter.