

REPLACE WITH YOUR PHOTO

{HOMETOWN COMMUNITY  
FOUNDATION}

est. 19xx

SAMPLE MATERIALS



GIVE TO  
GREAT CAUSES



Environment



Health



Arts and  
Culture



Community  
Development



Education

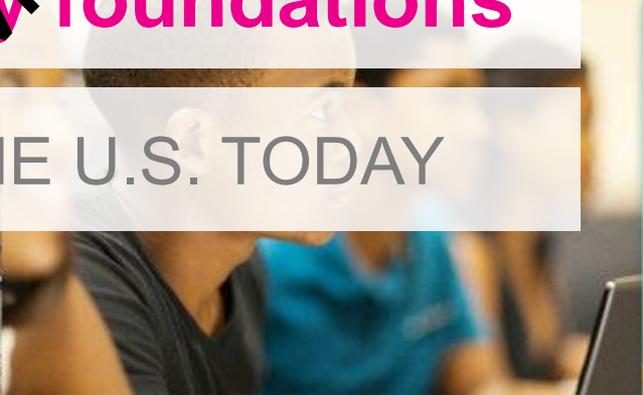


SAMPLE MATE



Human  
Service





700+

community foundations

SERVING THE U.S. TODAY

SAMPLE MATERIALS

# 10 REASONS WHY PEOPLE GIVE TO THE COMMUNITY FOUNDATION

1

We are a **local organization** with deep roots in the community.

2

We have **broad expertise** regarding community issues and needs.

3

We provide highly **personalized service** tailored to your charitable and financial interests.

4

Our funds help people **invest in the causes** they care about most.

5

We accept a wide **variety of assets**, and can facilitate even the most complex forms of giving.

6

We partner with **professional advisors** to create highly effective approaches to charitable giving.

7

We offer maximum **tax advantage** for most gifts under state and federal law.

9

We build **endowment funds** that benefit the community forever and help create personal legacies.

10

We are a **collaborative community leader**, coordinating resources to create positive change.

SAMPLE MATERIALS

©

We **multiply the impact** of gift dollars by pooling them with other gifts and grants.

# ENDOWMENT

Your gift can grow and benefit community forever.



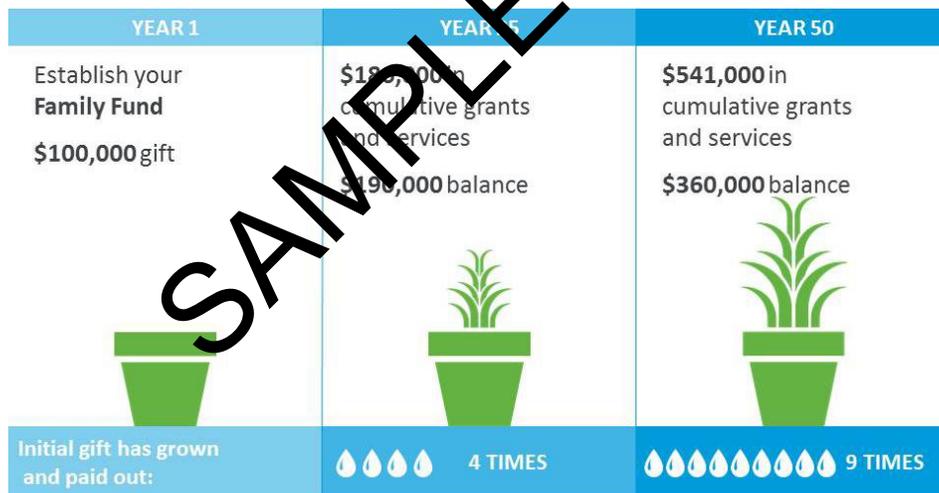
**GIVE TO THE FUTURE OF LOCAL AREA.** You've lived here. You've worked here. You are part of this community's past and present. By creating an endowment fund with the community foundation, you can invest in this community's future.

**HOW IT WORKS:**

- Choose to endow your gift of \$xx or more to the community foundation—ask us about options for making gifts over time that add up to this minimum amount.
- The principal of your fund is never spent, and it can grow over time to generate an increasing stream of funding devoted to your interest areas and this community.
- Earnings are used to make grants that meet community needs. Your gift—and all future income from your gift—is a permanent source of community funding that makes good works possible, forever.

**A lasting contribution**

A quarter century ago, Paul Cesarz made a choice that continues to benefit his community today. He created an endowed fund with a \$100,000 charitable gift. The fund immediately began to grow and distribute grants to causes important to him. Because Paul chose to endow his gift, more than \$175,000 in grants and services have been given back to his community—the Cesarz Fund continues to grow, too. And though Paul has passed away, the fund in his name will leave a lasting legacy. (Scenario.)



Your logo here

Address  
Phone  
website

**YOUR LEGACY OF GIVING.** When you choose to endow your gift, you have the opportunity to make a difference during your lifetime and, at the same time, provide for the community you care about for generations to come. As needs, opportunities and the nonprofit organizations that address them change over time, your wishes are preserved, and grants continue to make life better in the name of the fund you established.

**A NONPROFIT'S SOURCE OF STABILITY.** Leaders of a nonprofit organization may also look to the community foundation to hold their organization's endowment because they know that having a constant source of funding helps them respond to emergency needs as well as plan for the future and sustain the good work they do.

**TOGETHER FOR GREATER ADVANTAGE.** Gifts endowed by the community foundation are pooled with others to achieve maximum investment efficiency and return. They grow and benefit community with guidance from experienced local leaders and expert investment managers.

## Ten reasons to give through your community foundation

- 1 We are a **local organization** with deep roots in the community.
- 2 We have **broad expertise** on community issues and needs.
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SAMPLE MATERIALS

# ABOUT COMMUNITY FOUNDATION NAME

We can help you make a lasting difference.



**HOMETOWN COMMUNITY FOUNDATION** is a local nonprofit that helps people invest in the future of **Local Area**. Their gifts do good works within the community, forever.

**PERSONALIZED SERVICE.** We make giving easy and effective. We offer a number of great giving options, and we accept a wide variety of gifts. You can contribute cash, stocks, bonds, property and bequests. You may establish a fund in your name or in the name of a loved one. In most cases, your gift qualifies for maximum tax advantage under federal law.

**LOCAL EXPERTISE.** Our in-depth understanding of the issues, opportunities and resources that shape our community is at your service. We monitor all areas of community need—including human services, education, the environment, healthcare, the arts and economic development. We can help you learn more about local organizations and programs that make a difference in areas you care about most.

**COMMUNITY LEADERSHIP.** We bring diverse people and organizations together to address local issues and opportunities. We invest in the long term. Our business is building a strong community.

**Community foundations provide a simple, powerful and highly personal approach to giving**

We offer custom solutions designed to meet your charitable goals. Through your community foundation, you can give a variety of assets to strengthen community and to causes that you care about most.

Looking for ways to integrate your financial and estate planning with charitable giving? We can work with your professional advisors. Your community foundation is here to help you make a lasting difference in the community. Contact us to learn more.

SAMPLE MATERIALS

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## Ten reasons to give through your community foundation

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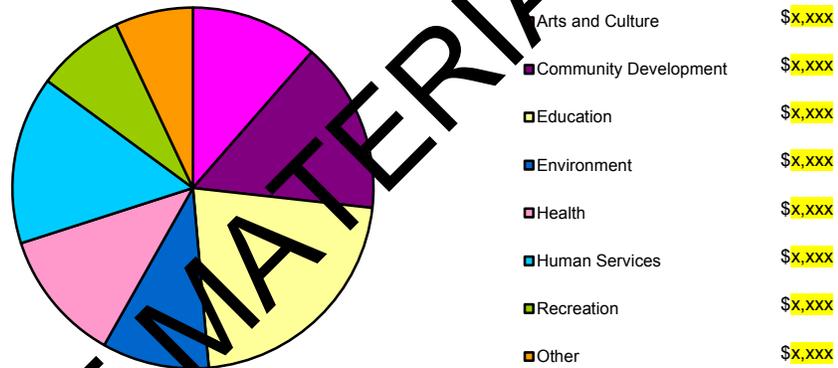
## FAST FACTS

Established in 19XX, **Hometown Community Foundation** is one of nearly 700 community foundations in the United States today. We serve **Local Area**, offering people a variety of ways to touch our community through charitable giving.

Since the community foundation began, we have made grants of more than \$**amount**. In **recent year** alone, we granted \$**amount** to **number** nonprofit organizations. These gifts benefit many areas of community life, including:

- **list example**
- **list example**
- **list example**
- **list example**

## OUR GRANT AWARDS



*For more information and ideas on ways to integrate your financial and estate planning with charitable giving, ask your professional advisor and contact us.*

# Social Media Plan: 100+ Posts in the Centennial Year

## 2014 Calendar

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 17 for community foundation social media tips.

Customize the posts that follow by replacing the highlighted text with the appropriate information specific to your own community foundation.

Visual assets have been created to amplify many of the posts provided here. They are provided in Microsoft® PowerPoint® to allow you to customize with text and photos that best represent your community foundation; customization tips follow on pages 20-23.

### 2014 Calendar



#### Key to a variety of regular posts throughout the year

- Making history post
- 10th anniversary
- Honorary post
- Grants post
- Resident engagement post
- Youth philanthropy post
- Profile badge during National Philanthropy Day (month) or other promotional opportunity

**Note:** Please make your posts authentic. All can be customized to your community foundation's brand and activities.

## Making History Posts: Core Messages (Every 3 weeks)

1. Since 19xx, Hometown Community Foundation has made \$xx million in grants to improve quality of life in Local County, thanks to hundreds of visionary donors. See our great grants [\[link to webpage option\]](#) and share your favorite.

(Choose from two graphic options)



See page 20 for tips on customizing these infographics.

2. The community foundation idea took root in the U.S. 100 years ago! Since then, more than 1,700 community foundations have been established worldwide. Each one, a local hub for personal giving and community growth. Find out what makes Hometown Community Foundation special [\[link to webpage option\]](#).



See page 20 for tips on customizing this infographic.

3. Great goodness! Did you know that U.S. community foundations together make grants of approximately \$4.5 billion each year and manage more than \$48 billion in community endowments to improve lives today and in the future? Talk to us about investing here in Hometown.



See page 20 for tips on customizing this infographic.

SAMPLE MATERIALS

# Social Media Plan: 100+ Posts in the Centennial Year

4. Good giving tip: The most powerful, satisfying giving experiences begin with a simple question: Which causes do you care about most? Through [Hometown Community Foundation](#), your gift can enrich education, safeguard health, improve neighborhoods, cultivate arts, protect the environment, strengthen families—and more!



See page 20 for tips on customizing this infographic.

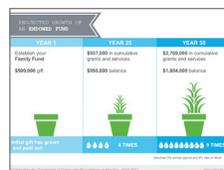
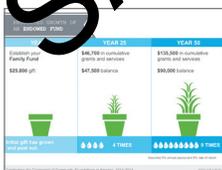
5. Good giving tip: Considering a charitable gift? More than size matters. The type of asset you give also makes a difference. [Hometown Community Foundation](#) can work with you and your professional advisor to identify the charitable assets that will give you and your community the greatest value.



See page 20 for tips on customizing this infographic.

6. We're building legacies of giving! When you contribute to the endowment managed by [Hometown Community Foundation](#), we invest it over time. Earnings are used to make grants. Your gift and all its future earnings become a permanent source of community capital. Contact us to learn more about the power of endowment.

(This graphic is available in three options to demonstrate your choice of initial gift size: \$25,000, \$100,000 and \$500,000)



See page 20 for tips on customizing these infographics.  
See ProjectedEndowmentGrowth.xlsx to customize scenarios.