

# Welcome to Akron Community Foundation



AKRON  
COMMUNITY  
FOUNDATION

ENRICHING LIVES SINCE 1955



## AFFILIATE FUND ORIENTATION PACKET

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CALL US AT 330-376-8522

# WHAT IS A COMMUNITY FOUNDATION?



COMMUNITY FOUNDATIONS are a purely American invention that began in 1914, a mere 40 miles to our north in Cleveland, Ohio. Local banker Frederick Goff pooled the charitable resources of his community's philanthropists to create a permanent endowment for the betterment of the city, and thus the first community foundation was born. Over a century later, it is a worldwide movement that has transformed the face of philanthropy. There are hundreds of community foundations across the country.

Community foundations are unique compared to other foundations you may be familiar with, like private foundations. Community foundations are 501(c)(3) nonprofits, meaning we derive support from the community at large rather than a select few donors. Like other foundations, we're known for distributing grants to causes big and small for the betterment of our community. We're truly a foundation by the people, for the people.



## WHY ARE COMMUNITY FOUNDATIONS SPECIAL?

1. We're geographically based and specifically serve the charitable people, companies and nonprofits of our locale.
2. We help everyday people become philanthropists. Through a charitable fund, people like you can support the community at large or the causes you care about most.
3. We are community-governed, permanently endowed nonprofits, offering stability and longevity like no other entity.
4. We are public charities, meaning you can receive a greater tax advantage on charitable gifts compared to private foundations.

## What community foundations have in common:

While community foundations differ in individual operations, there are six characteristics community foundations share:

1. Flexible, yet permanent collection of funds supported by a wide range of donors
2. Relative independence to determine the best use of those funds to meet community needs
3. Governing board of volunteers who are knowledgeable about their community and recognized for their involvement in civic affairs
4. Dedication to provide leadership on pervasive community problems
5. Commitment to assist donors in identifying and attaining their philanthropic goals
6. Adherence to a sense of community that overrides individual interests and concerns

## LEARN MORE

Read more about the community foundation model of philanthropy and how we are transforming lives across the nation by visiting the *Community Foundation Awareness Initiative* at [www.commfoundations.com](http://www.commfoundations.com)

# Akron Community Foundation Staff



**John T. Petures Jr.**  
*President and CEO*  
[jpetures@akroncf.org](mailto:jpetures@akroncf.org)  
330-436-5622

**Joined the staff:** May 2008

**What he does:** John, who celebrated his 15th anniversary with the foundation in May 2023, has championed the transformation of Akron Community Foundation into a more donor-centric organization. Since 2009, the community foundation has tripled its assets to nearly \$260 million, while nearly tripling the number of fundholders to more than 825. Donations over the past decade have averaged nearly \$14 million, while grants and distributions back into the community each year during this same period have exceeded \$10.8 million. John leads a 21-person team in helping to identify, activate and support informed and passionate philanthropists who strive to improve the quality of life in our community. John was recently named one of the Cleveland 500 by Cleveland Magazine on its list of influential local leaders, and he has repeatedly been named to Inside Business Magazine's Power 100 list of the most influential leaders in Northeast Ohio.



**De Shawn Pickett**  
*Executive Assistant*  
[dpickett@akroncf.org](mailto:dpickett@akroncf.org)  
330-436-5648

**Joined the staff:** July 2000

**What she does:** De Shawn is the first face and voice of the community foundation when guests walk in the door of our transformed headquarters. She is the liaison to the president and CEO and coordinates the day-to-day administration of the community foundation's operations. She also coordinates our annual meeting each summer and the Bert A. Polsky Humanitarian Award dinner in the fall.

## Development & Donor Engagement



**Laura Lederer**  
*Vice President and Chief Development Officer*  
[llederer@akroncf.org](mailto:llederer@akroncf.org)  
330-436-5611

**Joined the staff:** October 2011

**What she does:** As the leader of our development and donor engagement department, Laura helps generous families, individuals, companies and nonprofits make their charitable dollars go the furthest for the good of our community, not just today but forever. She connects them to the community foundation's vast knowledge of local nonprofits, introduces them to like-minded philanthropists, and – through the power of endowment – ensures their good work continues forever through a fund in their name. She also leads the foundation's Professional Advisor Council – an esteemed group of area wealth managers, trust officers, attorneys and accountants – to create giving opportunities that are simple and accessible for fundholders.





**Karen Hrdlicka**  
*Director, The Center for Family Philanthropy*  
[khrdlicka@akroncf.org](mailto:khrdlicka@akroncf.org)  
330-436-5640

**Joined the staff:** July 2020

**What she does:** Karen leads The Center for Family Philanthropy, a charitable resource center created by Akron Community Foundation to connect the region's most generous families with the charitable knowledge and resources of the foundation. Karen provides customized consulting to these families, helping them maximize their personal charitable goals and create a multigenerational legacy consistent with their mission and family values.



**Debra Hoffman**  
*Affiliate Fund Engagement Manager*  
[dhoffman@akroncf.org](mailto:dhoffman@akroncf.org)  
330-436-5614

**Joined the staff:** August 2019

**What she does:** Deb leads the affiliate fund team to ensure the goals and objectives of the funds are met related to marketing, fundraising and grantmaking. She is responsible for planning, organizing, coordinating and overseeing the operations of Akron Community Foundation's affiliate funds, including event fundraising, endowment building and volunteer management.



**Diane Schumaker**  
*Scholarships & Grants Administrator*  
[dschumaker@akroncf.org](mailto:dschumaker@akroncf.org)  
330-436-5615

**Joined the staff:** August 1997

**What she does:** Diane manages all of the community foundation's scholarship funds and works with local schools to administer each scholarship. She also drafts language for new fund agreements and processes the community foundation's agency endowment and designated fund distributions.



**Cathy Kemp**  
*Donor-Advised Fund Administrator*  
[ckemp@akroncf.org](mailto:ckemp@akroncf.org)  
330-436-5616

**Joined the staff:** December 2019

**What she does:** Cathy reviews and processes grant recommendations from our donor-advised funds. She also assists fundholders with navigating DonorCentral, the foundation's online fund management system.



**Malia Rivera**  
*Affiliate Fund Event & Volunteer Coordinator*  
[mrivera@akroncf.org](mailto:mrivera@akroncf.org)  
330-436-5649

**Joined the staff:** March 2023

**What she does:** Malia coordinates events and provides administrative support for the community foundation's affiliate funds. She also serves as a liaison between the funds' volunteers and the foundation's staff to ensure the ongoing success of their missions.



**Michelle Nissel**  
*Development & Marketing Assistant*  
[mnissel@akroncf.org](mailto:mnissel@akroncf.org)  
330-436-5613

**Joined the staff:** April 2022

**What she does:** Michelle provides administrative support for both the development and marketing departments. She is responsible for managing the community foundation's database and recording important information about our donors and their interest areas. She also assists with various marketing tasks, including coordinating with vendors, tracking project deadlines, and managing contact lists.

## Community Investment



**John Garofalo**  
*Vice President, Community Investment*  
[jgarofalo@akroncf.org](mailto:jgarofalo@akroncf.org)  
330-436-5624

**Joined the staff:** August 2011

**What he does:** In partnership with the other community investment staff, John keeps a pulse on what is happening with the nonprofit community in Akron. He works with nonprofits to determine their most pressing needs and advises them as they create a compelling grant request. He also oversees the grant distribution process for all of the community foundation's affiliate funds.



**Cristina González Alcalá, Ph.D.**  
*Director of Community Investment*  
[cgonzalezalcala@akroncf.org](mailto:cgonzalezalcala@akroncf.org)  
330-436-5626

**Joined the staff:** October 2019

**What she does:** Cristina uses her in-depth knowledge of the nonprofit community to assist Akron Community Foundation's board of directors in awarding and evaluating quality grants. In addition to managing the community foundation's competitive grant cycles, she also cultivates relationships with local nonprofit leaders and encourages collaboration on community initiatives. Her expertise on the needs and resources of Greater Akron help us connect our fundholders to meaningful funding opportunities in their areas of interest.



**Brian Reitz**  
*Agency Endowment & Engagement Officer*  
[breitz@akroncf.org](mailto:breitz@akroncf.org)  
330-436-5628

**Joined the staff:** September 2017

**What he does:** Brian cultivates relationships in the community to better understand nonprofit needs, resources and opportunities to ensure their good work continues forever. He enhances the community foundation's services for agency endowment and designated fundholders, including stewardship, endowment building, and other technical needs. Additionally, he educates nonprofits about strategic capacity building, financial viability, and fundraising best practices while also assisting in our grant process.



**Mariana C. S. Silva**  
*Community Investment Specialist*  
[msilva@akroncf.org](mailto:msilva@akroncf.org)  
330-436-5612

**Joined the staff:** September 2023

**What she does:** Mariana assists in cultivating and maintaining relationships with grant seekers, grantees, donor-advised fundholders, and other internal and external partners by providing guidance on the foundation's community investment processes and technical support to those looking to apply to Akron Community Foundation for funding. She also works closely with our Center for Family Philanthropy team to match charitable families with needs in the community, as well as to research topics that align with their specific philanthropic values and missions.



**Kim Nott**  
*Grants Administrator*  
[knott@akroncf.org](mailto:knott@akroncf.org)  
330-436-5625

**Joined the staff:** August 2000

**What she does:** Kim administers the community foundation's issue-specific grant programs and processes all of the quarterly grant distributions from the Community Fund. She also handles the administrative duties for the community investment department.



**Darlene Shuler**  
*College & Career Academies of Akron Partner Liaison, Akron Public Schools*  
[das18572@akroncf.org](mailto:das18572@akroncf.org)  
330-436-5630

**Joined the staff:** July 2021

**What she does:** Darlene's role as the partner liaison for Akron Public Schools is funded by Akron Community Foundation. Darlene is responsible for finding and engaging with local nonprofit partners who commit to supporting Akron Public Schools College & Career Academies at the middle school level, through both in- and out-of-school engagement and hands-on learning opportunities. Through these nonprofit partnerships, students will learn about the value of giving back to the community, as well as explore possible career paths in nonprofits.

## Marketing & Communications



**Tracy Burt**  
*Vice President, Marketing & Communications*  
[tburt@akroncf.org](mailto:tburt@akroncf.org)  
330-436-5619

**Joined the staff:** March 2013

**What she does:** As the leader of the marketing and communications department, Tracy is responsible for the overall strategic direction of the community foundation's marketing initiatives and management of the organization's brand.





**Kristen Ashby**  
*Marketing Manager*  
[kashby@akroncf.org](mailto:kashby@akroncf.org)  
330-436-5618

**Joined the staff:** March 2009

**What she does:** Kristen promotes the community foundation through a variety of digital and traditional communications. In addition to managing the foundation's website, she also provides marketing support for its Professional Advisor Council and special events. Kristen also oversees the marketing initiatives of the community foundation's affiliate funds.



**Chris Miller**  
*Communications & Community Investment Officer*  
[cmiller@akroncf.org](mailto:cmiller@akroncf.org)  
330-436-5627

**Joined the staff:** June 2010

**What he does:** Chris shares the unique stories of our fundholders and grantees using the power of video, photography and social media. As our communications and community investment officer, Chris gives voice to local residents and nonprofits making an impact daily throughout our community. He also assists in our grant process and strengthens our relationship with local nonprofit organizations.



**Olivia Eastly**  
*Marketing & Communications Coordinator*  
[oeastly@akroncf.org](mailto:oeastly@akroncf.org)  
330-436-5620

**Joined the staff:** March 2022

**What she does:** Olivia works closely with the community foundation's affiliate funds to promote their impact through newsletters, social media, press releases and other publications. She also provides marketing support for the foundation's special events and produces its digital communications.

## Finance



**Steve Schloenbach**  
*Vice President and Chief Financial Officer*  
[sschloenbach@akroncf.org](mailto:sschloenbach@akroncf.org)  
330-436-5621

**Joined the staff:** June 1996

**What he does:** Steve maintains the integrity of the community foundation's financial and accounting systems. He is always accessible to fundholders who want to discuss their financial statements or other fund activity. He works diligently to preserve the transparency of the community foundation.



**Dennis Jansky**  
*Director of Accounting & Administration*  
[djansky@akroncf.org](mailto:djansky@akroncf.org)  
330-436-5623

**Joined the staff:** December 2008

**What he does:** Dennis handles all of the community foundation's daily accounting and expenses. He also assists with quarterly and annual financial activities. Throughout the year, Dennis assists the community foundation's affiliate funds with their fundraisers and events. He also manages many of our human resources responsibilities.



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## Frequently Asked Questions About Endowment Funds

### **What is an endowment?**

An endowment is a permanent fund that provides dependable, perpetual income to a chosen cause or nonprofit. The principal of an endowment is invested and preserved in perpetuity while its income is used for grantmaking.

### **What are the advantages of giving to a permanent endowment?**

Gifts to a permanent endowment fund are invested and grown over time, which means a gift made today will continue to multiply for generations to come. Permanent endowments limit their grants and distributions to just 5% of the average value of assets each year, while the principal is preserved forever. This ensures the endowment will continue to generate a permanent, predictable stream of income for the community both now and in the future. A gift made to an endowment fund today will still be benefiting residents and nonprofits 100 years from now, long after the donor is gone.

### **What kinds of gifts can endowment funds at ACF accept?**

Funds of Akron Community Foundation can accept a wide variety of gifts, from the simple to the complex, including cash, appreciated stock, real estate, life insurance, closely held stock and retirement assets. Or, donors can choose to support a fund through a pledge that is fulfilled over a pre-determined period of time. Many people also find that they can make a much more significant contribution than they ever thought possible through a planned gift, such as a bequest.

### **What are the tax benefits of giving to an endowment at ACF?**

Gifts to funds of Akron Community Foundation are tax deductible to the fullest extent of the law. Gifts of cash may be deducted for income tax purposes up to 60% of the donor's adjusted gross income, while gifts of stock can be deducted up to 30% of the donor's AGI. Gifts of appreciated stock can be particularly advantageous, as the donor receives a double benefit: They get an immediate charitable deduction for the fair market value of the donated securities, and they also are exempt from any capital gains tax on the appreciation.

### **What other benefits do affiliate funds receive from ACF?**

For an annual fee of approximately 2%, ACF provides:

- Immediate gift processing and written tax acknowledgments for all fund contributions
- Complete record keeping and tax filings
- Comprehensive marketing services, including website management, an online giving platform, electronic newsletters, press releases and event materials
- Increased visibility in the community through ACF's print and digital publications
- A full range of grantmaking services, including all due diligence and administrative support, as well as access to the staff's unparalleled knowledge of local nonprofits and community issues
- Active financial oversight by the nation's top managers, who maintain a diverse, balanced portfolio with an average annualized net return of 8.1% since 1989
- Annual third-party audit and safeguarding of the fund's assets to ensure the fund's charitable mission is carried out forever
- Hands-on development support from experienced professionals, including major gift consultations, strategic planning, donor cultivation and stewardship, and analytics
- Credibility and respect from the area's community leaders, professional advisors, philanthropists, companies and nonprofit organizations





## Gay Community Endowment Fund Grant Application Questions

Applying for a Gay Community Endowment Fund grant is easy with our online application system. Applications open 30 days prior to the deadline and include the following questions:

### Project Information

- **Project Name**  
*Please begin the project name with "to support..." or "for..." (e.g. "to support ongoing efforts to end LGBTQ+ homelessness in the Greater Akron area"). Also, please do not include your organization name in the project name and only capitalize proper nouns.*  
*Character Limit: 100*
- **Project Description**  
*Describe your program/project in one paragraph.*  
*Character Limit: 700*
- **Amount Requested**  
*Not to exceed \$3,000*  
*Character Limit: 20*
- **Are you using a Fiscal Sponsor?**  
*Yes/No*
- **Fiscal Sponsor Name**  
*If you are using a fiscal sponsor, you will also need to upload a fiscal sponsor letter of support.*  
*Character Limit: 100*

### Organization Information

*If you are using a fiscal sponsor, the organization information needs to be for the sponsoring organization. For more information on using a fiscal sponsor, please visit our website.*

- **Organization's mission**  
*Character Limit: 700*
- **Organization's budgeted expenses for the project year**  
*This number should match the budgeted numbers provided in the organization budget you attach below. Character Limit: 20*  
*Please attach your proposed organizational budget summarized on one page. The total budgeted amount should equal the number you supplied in the field above.*  
*File Size Limit: 3 MB*
- **Fiscal year end for budgeted numbers above**
- **Endowment size, if applicable**



- Organization's major funding sources  
*For this section, please include your main categories of funding by percentage.  
Example: Foundations – 25%; Government – 25%; Earned Income – 25%; Endowment – 15%;  
Individual Contributions/Fundraisers – 10%  
Percentages should equal 100%.  
Character Limit: 500*

## Proposal Summary

- Type of Request
  - Capital
  - Capacity-Building
  - Operating
  - Program/Project
  - Other (if other, please specify)
- Total Budget for Project  
*Character Limit: 20*
- Program/project budget  
*Please include all revenue sources and expense line items and differentiate between cash and in-kind support. (If this is a request for operating support, please attach the prior year organizational budget instead of a program/project budget.)  
File Size Limit: 3 MB*
- Total number of people to be served under this program/project  
*Please include unduplicated numbers, if possible.  
Character Limit: 10*
- Anticipated program/project start date  
*Grant distributions are generally made 6-8 weeks after the proposal due date.  
Character Limit: 10*
- Anticipated program/project end date  
*Funds must be expended within two years of grant award.  
Character Limit: 10*
- Brief demographic description of population served by this program/project  
*Examples: LGBTQ+ youth in Summit County schools, LGBTQ+ individuals diagnosed with a mental health disorder in Akron, etc.  
Character Limit: 100*
- We believe communication and collaboration are key to success  
*Please identify your key partners and briefly describe how you work with them. (If you are doing similar work to another organization in your area of focus, be sure to identify them and indicate how/if you partner and why/why not.)  
Character Limit: 800*



## Required Attachments

- List of key staff and board members  
*Please attach a list of key staff, board members with affiliations, and officers summarized on one page.*  
*File Size Limit: 3 MB*
- Financial audit  
*Please attach the opening letter from your last financial audit, if applicable. This is generally the first page of the audit. If you do not have an audit, please leave this attachment empty.*  
*File Size Limit: 3 MB*
- Anti-discrimination policy  
*Please attach your organization's official anti-discrimination policy.*  
*File Size Limit: 3 MB*
- Fiscal Sponsor Letter of Support  
*If applicable, please upload your fiscal sponsor's letter of support. The letter should describe how the fiscal sponsor plans to be involved, including management of the funds and level of project oversight.*  
*File Size Limit: 2 MB*

Note: We make an effort to limit the amount of material our committee members have to review. If you have additional material you would like to submit, please send it to a community investment staff member for review.

## Questions?

This is not an application. If you wish to apply, or for more information, contact John Garofalo, vice president of community investment, at 330-436-5624 or [jgarofalo@akroncf.org](mailto:jgarofalo@akroncf.org).

Applications open 30 days prior to the deadline.





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## **Role of Advisory Council Members**

**Financial Interests:** Advisory Council and staff members must disclose all business, personal and family relationships at a full council meeting when Akron Community Foundation is considering contracting with those parties, whether on a volunteer or fee basis. A council member with a conflict of interest must remove him or herself from the final discussion prior to council and staff members making a final recommendation.

**Council Member Compensation:** Council members receive no compensation for their services. With prior approval of the president and treasurer, and following IRS and state guidelines, council members may request and receive budgeted reimbursements for materials used on behalf of the fund.

**Political Activity:** Councils, volunteers and staff may not use Akron Community Foundation's name, property or facilities in connection with any political activity. Akron Community Foundation may engage in insubstantial lobbying activities (within its tax exemption status) in an attempt to influence legislation but may not intervene directly or indirectly in any political campaign on behalf of or in opposition to any candidate for public office. Council, volunteers and staff members can of course engage in political activity within their individual capacity, but they must scrupulously distinguish between their personal conduct and activity on behalf of Akron Community Foundation.

**Hiring or Contracting with Relatives:** Akron Community Foundation will only hire persons not related to council or staff unless the quality and cost of work substantially exceed the other unrelated parties. If such an instance arises, a disinterested party will conduct interviews.

**Public Comment:** Each council member has an obligation to help donors, contributors, members, the media and the general public to see Akron Community Foundation in the best possible light. Public comment, whether to a group or an individual, must be supportive of Akron Community Foundation's initiatives, activities and personnel. Disagreements are to be aired in confidence in the council room. Each council member has the obligation to keep and maintain in strict confidence any information he or she may acquire of a confidential nature relating to the policies and operation of Akron Community Foundation, its councils, donors, grant recipients and others associated with the business of the foundation. The president and/or chairman of the governing board of directors must first approve all matters and information released to the media and/or press.

Approved: 8/13/03



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## **Affiliate Fund Advisory Board Nominating Process**

**February** – Nominating Committee meets to determine:

- Committee members whose terms are ending and those who are recommitting for another term
- Number of open seats
- List of prospective committee members to determine level of interest; assignments made to meet with prospects

**March** – Nominating Committee meets to:

- Verify and confirm recommitment of current advisory committee members
- Report back on prospects' interest
- Prepare report of recommended slate of new members

**April** – Nominating Committee meets to:

- Schedule meetings with prospects, plus second-round selections if first choices do not accept

**May** – Nominating Committee presents to advisory committee:

- Recognition of members leaving advisory committee
- Recommendation to accept the continuation of terms for current members
- Recommendation to accept and approve slate of new members
- Recommendation to accept slate of executive advisory committee members

**June** – Advisory committee members begin new terms, coinciding with ACF's June board meeting

**August/September** – New advisory member orientation takes place

- Professional headshots taken of new committee members
- Photos posted to affiliate fund pages on ACF website

# Development Plan Worksheet

- I. **Financial Goals:** Current Balance \$\_\_\_\_\_ – Goal \$\_\_\_\_\_ (\$ difference)
- II. **Strategic Goals:** Nonmonetary impact on success of plan
  - a. Board training on major and planned giving asks
  - b. Volunteer base building
  - c. Campaign planning
  - d. Prospect list built and maintained
- III. **Solicitation Strategies**
  1. Personal Solicitation (always the preferred endowment building approach)
    - a. Board
    - b. Individuals
    - c. Agencies
    - d. Family Trusts/Foundations
    - e. Corporations
  2. Community Partnerships
    - a. Banks
    - b. Brokers
    - c. CPAs
    - d. Attorneys
  3. Special Events
    - a. Annual meetings
    - b. Bus tours
    - c. Small home gatherings
  4. Direct Mail and Marketing Campaigns
    - a. Year-end appeal
    - b. LYBUNT (Last Year But Unfortunately Not This) appeal
- IV. **Cultivation Strategies**
  - a. The purpose of cultivation is to add prospects to our donor base and develop them to become active supporters and regular donors, as well as to improve relationships with current board members, donors, volunteers and other friends of ACF in order to build a greater understanding of how they can help us achieve our mission.
  - b. Donor and volunteer recognition are critical to the cultivation process. Cultivation needs to be discussed regularly at board meetings to encourage each board member to become part of the cultivation process. Examples include:
    1. Bus tours to give your donors a first-hand look at your grantees
    2. Community issues forums
    3. Grantmaking opportunities
    4. Communications/touches
    5. Holiday cards
    6. Anniversary cards – funds/wedding/birthdays
    7. Memorial/honorary contributions
    8. Newsletters
    9. Other publicity and PR
- V. **Monitoring the Fund Development Plan and Process**
  - a. Development Committee will meet X times a year to review the progress of the plan and, with the help of staff, identify problems and solutions.
  - b. ACF development staff and committee chair will discuss development issues on a regular basis.



- c. Committee chair and ACF development staff will monitor sub-committee chairs and follow up when issues arise.
- d. Development Committee will discuss fund development plan and progress quarterly at board meetings.
- e. ACF development staff will provide financial and statistical data to help evaluate progress.

**VI. Sample Fund Development Calendar**

*Fill in with fund development and donor stewardship activities*

<b>January</b>	<b>February</b> Valentine's Day	<b>March</b>
<b>April</b>	<b>May</b> Mother's Day	<b>June</b>
<b>July</b>	<b>August</b>	<b>September</b>
<b>October</b>	<b>November</b> Thanksgiving	<b>December</b> Holidays Year End

**VII. Monthly Stewardship Activities**

- a. Donor calls/meetings – opportunity to thank and update donors on the fund's progress/milestones/strategic plan objectives. Include a planned giving confirmation: "(Donor's name), you have been so generous with your support over the years, and we are so appreciative. The (Fund Name) has been able to really make a difference with your support and fund so many important programs and services. Have you, by chance, made arrangements within your estate plans to support the (Fund Name) when you pass?"
- b. Personalized thank you notes sent to donors who have made gifts that month – ACF staff to provide list of donors to development chair or advisory board chair.



## PROCEDURES FOR CONDUCTING FUNDRAISING EVENTS FOR AFFILIATE AND COMPONENT FUNDS OF AKRON COMMUNITY FOUNDATION

Akron Community Foundation is pleased to work with volunteers to further the charitable missions of our funds. While the chief responsibility of ACF staff is to raise and administer the endowment through the acquisition of major and planned gifts, we recognize our funds occasionally plan special events to increase awareness and raise money. Such fundraising activity, however, is highly regulated by both the IRS and Ohio state government, and specific procedures must be followed to ensure ACF's charitable status remains in good standing.

The procedures outlined in this document represent the minimum requirements for conducting a fundraising event for a component fund of Akron Community Foundation.

These procedures are effective immediately, are applicable to all fundraising events conducted after April 1, 2016, and supersede any prior procedures or methods of operation.

### **Foundation Written Approval of All Events**

All fundraising events must be approved in advance and in writing by Akron Community Foundation. This process involves submission of a written proposal (application & budget) that includes the following items:

1. The date and time of the event
2. A full description of the event
3. The name, address and phone number of the primary contact person for the event
4. A written budget that identifies and estimates:
  - a. All revenue sources
  - b. All expenses
  - c. An estimate of the total value of any goods or services a donor may receive by attending or financially supporting the event
5. Review and approval of the event planning timeline

### **Timing of Submission**

Event organizers must submit their application and budget and obtain written approval from ACF 12 months in advance of the proposed event so all public communications (e.g. save the-date cards, sponsorship solicitations, invitations, etc.) can be developed and approved by ACF staff in compliance with IRS and state disclosure requirements.

### **Communication with Foundation**

Malia Rivera ([mrivera@akroncf.org](mailto:mrivera@akroncf.org), 330-436-5649) will serve as the primary contact at ACF for all fundraising events. Malia will work with the appropriate staff to coordinate the following:

1. Written approval of the event
2. Review of the event planning timeline
3. Secure adequate liability insurance coverage, if applicable
4. Proper accounting and recognition of all event revenue
5. Review and payment of all event expenses
6. Valuation and disclosure of all goods and services donors may receive for participation or financial support of the event
7. Development, review and approval of all event communications (e.g. press releases, advertisements, invitations, solicitation letters, etc.) as outlined in the event timeline.

### **Responsibilities of the Event Organizers/Fundraising Group**

The event organizers or fundraising group shall accept the following responsibilities:

1. To obtain written approval from ACF for all events by submitting a written proposal (application & budget). A new/updated proposal must be submitted each year for recurring events.
2. To review and approve the event planning timeline with ACF staff.
3. To immediately advise ACF of any changes to the expense budget.
4. To comply with all federal, state and local laws applicable to public fundraising and solicitation activity.
5. To ensure all expense payments are within budget guidelines.
6. To provide an adequate number of volunteers during event setup, registration, programming and cleanup, if applicable.
7. Event organizers and/or the fundraising group will be responsible for all losses incurred at the event.

### **Payment of Expenses**

The event organizers will be held responsible for all expenses incurred in relation to the event. All expense items should be identified in the event budget. ACF and its component funds are exempt from paying sales tax. Event organizers should contact ACF prior to making initial purchases so the required sales tax exempt form can be provided to the vendor.

Having vendors invoice ACF directly is the recommended process for paying event expenses.

ACF will not reimburse event organizers for payment of any sales tax. ACF will pay vendor via check or ACF credit card at the discretion of the foundation. The foundation does not pay any vendor with cash.

### **Designation of Checks or Credit Cards and Receipt of Cash**

Checks related to the event must be made payable to ACF or a component fund of ACF. Cash receipts must be deposited or given to the foundation intact (cash receipts are not to be used to pay expenses or reimburse event organizers prior to deposit). All proceeds (checks, credit card and cash) must be delivered to ACF along with an accounting of all monies received within one week after the fundraising event. The accounting for cash, credit card, and/or checks collected by volunteers should include:

1. The donor's complete name and address
2. The date and amount of the contribution
3. Whether the contribution was made in cash, by check (include check number), or by credit card

### **Tax Requirements and Acknowledgments**

Under current IRS guidelines, donors who contribute \$250 or more will need a written acknowledgment from ACF in order to claim a tax deduction for their contribution. In order for ACF to provide the appropriate acknowledgment to donors, the following information must be supplied:

1. The donor's complete name and address
2. The date and amount of the contribution
3. Whether the contribution was made in cash or property
4. If property, a description of the type of property and a good-faith estimate of the fair market value
5. A detailed description of any goods and services provided in exchange for the contribution with a cost for those goods

Note: We cannot provide a tax deduction to donors who earmark underwriting support for expenses that may not be considered tax deductible (e.g. event meals or gifts). If goods or services are provided in exchange for a donation, certain disclosures are required to be made upon solicitation. For example, if the event includes a dinner, the donor can deduct only the excess of the ticket price above the fair market value of the dinner. This limitation on the



deduction, known as a “quid pro quo disclosure,” must be disclosed at the time of solicitation. ACF must assist in determining the fair market value amounts and appropriate disclosure language for the event.

- Contributions of services, while appreciated, are not generally tax deductible.
- Raffle tickets are not tax deductible.
- Rummage sale purchases are not tax deductible.
- Auctions must be described in the written proposal and will be addressed on a case by-case basis.

**Liability Insurance and Liability for Losses**

Event organizers must contact ACF prior to holding a fundraising event to assess the need to secure liability insurance for themselves and the foundation. Insurance coverage must be reviewed and approved by the community foundation. ACF’s insurance covers most affiliate events.

The fundraising group will be responsible for all losses incurred as a result of events. The community foundation will not be held responsible for such losses. ACF may require the fundraising group to purchase a letter of credit or provide a written personal guarantee. The fundraising group must agree to adhere to the policies as stated in this document by returning a copy of this document signed by the component fund’s advisory board chair to Akron Community Foundation.

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Fund Representative

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Akron Community Foundation Representative

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Date

### **Required Disclosures**

The fund must disclose its relationship to Akron Community Foundation on all event materials and communications.

*Quid pro quo* value of benefits must be disclosed on all event materials that list the cost to attend the event.

ACF reserves the right to send one unpaid staff member to each event as support.

ACF has the final decision on all affiliate event activities.

All procedures are subject to revision, as applicable laws may change.

### **Payment and Reservations**

In all cases, attendee payment will serve as his or her reservation. Payment options include cash, check, VISA, MasterCard and Discover. Under no circumstances will ACF invoice for payment.

Only ACF-approved and managed registration sites will be used to collect payment and reservation information.

### **Event-Related Promotion and Materials**

Malia Rivera will work with you and the Foundation Marketing and Communications staff to coordinate all event-related communications in accordance with your event timeline.

### **Auction Rules & Regulations (SAMPLE)**

- Everyone must be registered.
- All attendees must have a numbered paddle.
- The final bidder is the winner of the item.
- Each bidder shall have a credit card on file with the registration table before receiving a paddle.
- All items must be picked up no later than one hour after the final live auction item is bid on.
- At the end of the night, if a winner wishes to split up his total bill and pay using multiple methods rather than with his credit card on file, he may pay with cash, check (payable to ACF), or VISA/MasterCard/Discover.
- All proceeds benefit the fund on behalf of Akron Community Foundation.
- Separate donations will be accepted at the checkout table, or winners may add a donation to their bill.
- Unclaimed items become the property of ACF.
- Neither the fund nor ACF is responsible for the quality of the items.
- Neither the fund nor ACF is responsible for items left behind.
- Only the winning bidder may pick up items.
- Bids on silent auction bid sheets must be legible and include the paddle number, or we will move on to the next highest bidder (legibility is at ACF's discretion).
- Silent auction bids must be made in \$5 increments.
- Neither the fund nor ACF is responsible for items once they are paid for.
- PLEASE DO NOT MOVE THE BID SHEETS. They will be collected by a staff member.
- Anyone tampering with bid sheets will be disqualified from all auction items.
- Check your items before leaving the checkout table. Neither the fund nor ACF is responsible once you leave the checkout table.
- Each new bid must be written on the next available line on the bid sheet. Once entered, a bid may not be withdrawn.
- A written bid is a binding offer to purchase the item.
- All services and items must be used within the time limit specifically stated and are subject to the terms, conditions and restrictions stipulated by the donor.
- Please note all IRS rules apply to this auction. Please keep your receipt and program for tax deductions. You may only deduct the amount exceeding the estimated fair market value of the item you won. We will attempt to send you a tax acknowledgment form within a few weeks.
- Only bidders over 21 years of age may bid on items that include alcohol. Any bidder under 21 will be disregarded and the next eligible bidder will be declared the winner. The winning bidder must show proper identification.



AKRON  
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**AKRON COMMUNITY FOUNDATION  
Fundraising Event Application**

Fund Name: \_\_\_\_\_

Name of Fundraiser: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Event Location: \_\_\_\_\_

Describe the fundraising event (include a detailed description of activities that will happen at the event, number of participants expected, the group's experience in this type of fundraising, and any other information that will help us support your effort):

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Fundraising goal (estimated net amount of money to be deposited into the fund after all expenses are paid): \$ \_\_\_\_\_

Contact person: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Phone (home): \_\_\_\_\_

Phone (work): \_\_\_\_\_

Best method and time to be contacted: \_\_\_\_\_

Check all that apply:

- This event will receive non-cash (in-kind) contributions\*  
(Submit the name/address of the donor/company, a detailed description of the donated item, and the estimated market value)  
\*Check with ACF on any donations of liquor
- This event includes a raffle
- This event includes an auction
- This event will receive donated items for an auction  
(Submit list of auction items/estimated values)
- This event will require permits  
(Permits will be obtained on a case-by-case basis and must be reviewed by ACF at least six to nine months prior to the event).

Note: Auction winners may pay for items with VISA, MasterCard or Discover. We cannot accept American Express.

Please describe any other sources of event revenue:

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Attach an estimated budget, including projected gross revenue from identified sources and projected expenses with the name of the vendor.

I (We) agree to use all disclosures as instructed by Akron Community Foundation; to initiate the development of all printed and promotional materials with Akron Community Foundation's affiliate fund liaison; and to submit detailed donor records along with all fundraiser proceeds and invoices.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Approved by Akron Community Foundation:

Signature \_\_\_\_\_ Date \_\_\_\_\_



## Fundraising Event Estimated Budget

Fund Name: \_\_\_\_\_

Name of Fundraiser: \_\_\_\_\_

Submitted By: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Estimated Revenue		

Estimated Expenses		
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	Total Expenses	\$

Estimated Event Net Income (Total Revenue – Total Expenses)	
---	--

Estimated Value of Goods and Services*		
	\$	
	\$	
	\$	
	\$	
	Total Value/Cost	\$
	Est. Attendance	
	Per Person “Quid Pro Quo” Disclosure	\$

*\*Please contact Akron Community Foundation for assistance with this important estimate and mandatory disclosure.*

**EXAMPLE****Fundraising Event Estimated Budget**Fund Name: ABC Endowment FundName of Fundraiser: ABC Endowment Fund Annual MeetingSubmitted By: J. Doe Date of Event: 7/12/2016

Estimated Revenue		
(Example: 200 event tickets at \$125 each)	\$25,000	
	\$	
	\$	
	\$	
	\$	
	\$	
	Total Revenue	\$25,000

Estimated Expenses		
(Example: Catering expense)	\$11,300	
(Example: Speaker stipend)	\$1,000	
(Example: Table centerpieces)	\$620	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	Total Expenses	\$12,920

Estimated Event Net Income (Total Revenue – Total Expenses)	\$12,080
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Estimated Value of Goods and Services Provided to Donors*		
(Example: Catering estimate)	\$11,300	
	\$	
	\$	
	\$	
	Total Value/Cost	\$11,300
	Est. Attendance	200
	Per Person "Quid Pro Quo" Disclosure	\$56.50

\*Please contact Akron Community Foundation for assistance with this important estimate and mandatory disclosure.

# Akron Community Foundation

## E X P E N S E R E P O R T

<i>Volunteer</i> _____	<i>Address</i> _____
<i>Fund</i> _____	<i>City/State/Zip</i> _____
<i>Event</i> _____	<i>Phone:</i> _____
<i>Event Date</i> _____	<i>Social Security No:</i> _____

**Purpose of expense:**

Purchase Date	Description	Store	Sales Tax	Total	Total Less Sales Tax
Total Owed to You					

Volunteer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Fund Approval by: \_\_\_\_\_ Date: \_\_\_\_\_

Akron Community Foundation Approval by: \_\_\_\_\_ Date: \_\_\_\_\_

Original receipts must be attached to expense form. Akron Community Foundation is unable to reimburse for food/beverage or mileage. All item purchases must be turned over to the foundation for reimbursement. Reimbursement may take up to 21 days to receive once approved by the event committee and Akron Community Foundation. Checks will be mailed to the address listed above. Please make a copy of your expense report and receipts for your records. Please see the handbook for additional information. Please consult your legal and/or tax advisor related to personal matters.

# UNDERSTANDING YOUR FUND STATEMENT



EACH QUARTER YOUR FUND RECEIVES A STATEMENT detailing the fund's balance and recent activity. The following information will help you read and understand your fund statement.

## FUND ACTIVITY SECTION

### Beginning Balance

- *Current Qtr. column value* displays the fund balance at the beginning of the applicable quarter. This balance will change every quarter.
- *Calendar Year column value* displays the fund balance on Jan. 1 of the applicable calendar year. This balance will not change until the start of a new calendar year.

### Contributions

- *Donations* represent cash and marketable securities added to your fund.
- *Pledges* represent written promises to donate a specific amount over a specified period of time in the future.
- *Current Qtr. column value* displays donations and pledges received during the applicable quarter.
- *Calendar Year column value* displays the cumulative value of donations and pledges received during the calendar year.

### Investment Activity

- *Interest & Dividends* represent cash received from investments in money market accounts, stocks and bonds.
- *Net Unrealized Gain/(Loss)* represents the change in the market value of investments between the beginning and end of the applicable period. These investments have not been sold.
- *Realized Gain/(Loss)* represents the actual net gain or loss on the sale of investments.
- *Current Qtr. column value* displays the value for each of the investment activities noted above during the applicable quarter.
- *Calendar Year column value* displays the cumulative value for each of the investment activities noted above during the applicable calendar year.

### Disbursements

- *Grants/Scholarships* represent grant payments or scholarship awards.
- *Administration Fees* represent the fees collected by the foundation for administering your fund.
- *Other Fund Expenses* represent fundraising expenses for a unique set of funds held at the foundation.
- *Transfers* represent movements of cash between funds that have sub-accounts linked to each other. This is rare and only applicable to a unique set of funds held at the foundation.
- *Current Qtr. column value* displays the value for each of the disbursement activities noted above during the applicable quarter.
- *Calendar Year column value* displays the cumulative value for each of the disbursement activities noted above during the applicable calendar year.

### Ending Balance

For both columns, the *Ending Balance* is the sum of the *Beginning Balance* + *Total Contributions* + *Total Investment Activity* + *Total Disbursements* + *Transfers* (if applicable).

- *Current Qtr. column value* displays the fund balance at the end of the applicable quarter.
- *Calendar Year column value* displays the cumulative calendar year-to-date fund balance at the end of the applicable quarter. Because the foundation produces statements on a quarterly basis, this value should always be the same as the ending value in *Current Qtr.*

## GRANT SUMMARY SECTION

This section summarizes the current quarter grant and spendable income allocation activity.

- *Spendable Income Allocation* represents the quarterly portion of the fund's balance that was allocated as spendable income during the current quarter based on the foundation's spending policy.
- *Grant/Scholarships Made* represents the total grant or scholarship disbursements for the current quarter. This value should always equal the total value of the grant disbursements listed in the *Grant Activity this Quarter* section of the fund statement, as well as the *Grants/Scholarships* total value listed in the *Current Qtr.* column.
- *Available for Grants* identifies the current cumulative spendable income value at the end of the current quarter. This amount is immediately available for grantmaking.
- *Grant Activity this Quarter* lists each grant or scholarship paid during the current quarter.

### QUESTIONS?

Contact Deb Hoffman at 330-436-5614 or [dhoffman@akroncf.org](mailto:dhoffman@akroncf.org).





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**345 West Cedar Street  
Akron, OH 44307  
330-376-8522  
akroncf.org**

**SAMPLE Fund**  
**FUND STATEMENT**  
*For the Quarter Ending March 31, 20XX*  
Fund Type: XXXXXXXXXX

<b>Fund Activity</b>	<b>Current Qtr.</b>	<b>Calendar 20XX</b>
Beginning Balance	\$XX.XX	\$XX.XX
<i>Contributions</i>		
Donations	\$ XX.XX	\$ XX.XX
New Pledges	XX.XX	\$ XX.XX
<b>Total Contributions</b>	<b>\$ XX.XX</b>	<b>\$ XX.XX</b>
<i>Investment Activity</i>		
Interest & Dividends	\$XX.XX	\$XX.XX
Net Unrealized Gain/(Loss)	\$XX.XX	\$XX.XX
Realized Gain/(Loss)	\$ XX.XX	\$XX.XX
<b>Total Investment Activity</b>	<b>\$XXX.XX</b>	<b>\$XXX.XX</b>
<i>Disbursements</i>		
Grants/Scholarships	(\$ XX.XX)	(\$ XX.XX)
Administration Fees	(\$ XX.XX)	(\$ XX.XX)
Other Fund Expenses	(\$ XX.XX)	(\$ XX.XX)
<b>Total Disbursements</b>	<b>(\$ XX.XX)</b>	<b>(\$ XX.XX)</b>
<b>Ending Balance as of 3/31/20XX</b>	<b>\$XXX.XX</b>	<b>\$XXX.XX</b>

<b>Grant Summary</b>	<b>Current Qtr.</b>
Spendable Income Allocation	\$ XX.XX
Grant/Scholarships made	(\$ XX.XX)
<b>Available for Grants as of 3/31/20XX</b>	<b>\$ XX.XX</b>

**If you have questions, please contact us at 330-376-8522.  
This statement is for management purposes only.**

## Total Cost of Having a Fund at Akron Community Foundation

### Two Cost Components

The average 2.01% total cost of having a fund at Akron Community Foundation is composed of two costs:

1. **Investment Expenses** [*currently averaging 76 basis points*]: includes custody fees, investment consultant fees, active investment management fees, and internal mutual fund expenses
  2. **\*Administrative Fee** [*currently 1.25%*]: the fee the foundation collects to cover administrative expenses
- \*Note: Rather than going to an outside financial institution or corporate entity, administrative fees support the work of Akron Community Foundation, a permanent local charity that benefits the entire Greater Akron community.*

### Investment Expenses

Akron Community Foundation's current investment expenses include the following components:

- 2 basis point bank custodian fee
- 5 basis point investment consulting fee
- Active management fees averaging 56 basis points on approximately 40% of the foundation's portfolio
- **\*Internal mutual fund expenses averaging 78 basis points on 60% of the foundation's portfolio**

*\*Note: To accurately compare costs with an institutional account relationship, make sure to include the institutional management fee plus the annual internal mutual fund expenses. These expenses are collected by the mutual fund company before they distribute the income to shareholders, so they do represent a real (albeit usually "hidden") cost within the portfolio. They are controlled through the investment/manager selection process.*

### Administrative Fee

Akron Community Foundation's administrative fee is used to cover the foundation's administrative expenses, most of which are passed on to fundholders in the form of unique services generally not available with an institutional account relationship. The following is a sampling of the unique services that are included in the 1.25% administrative fee:

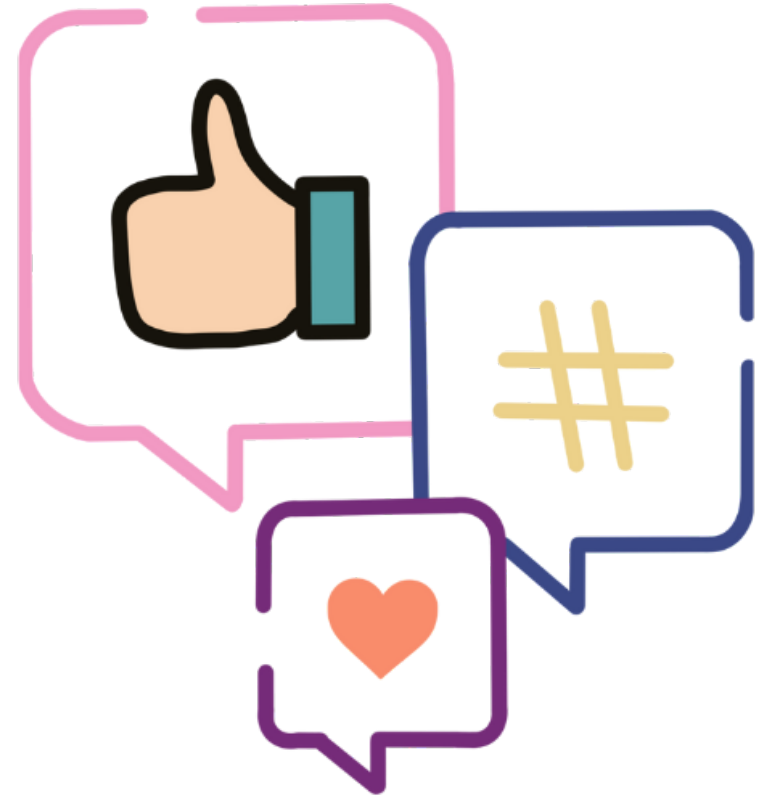
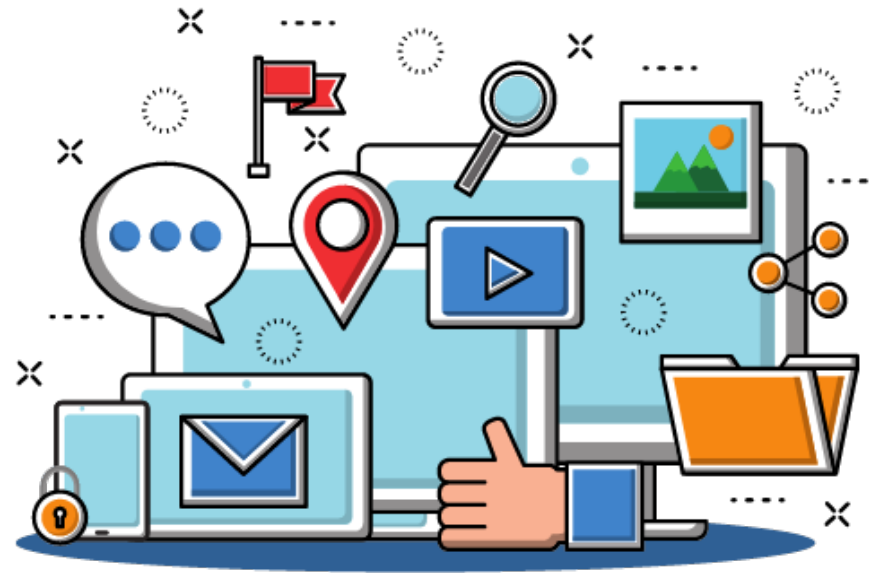
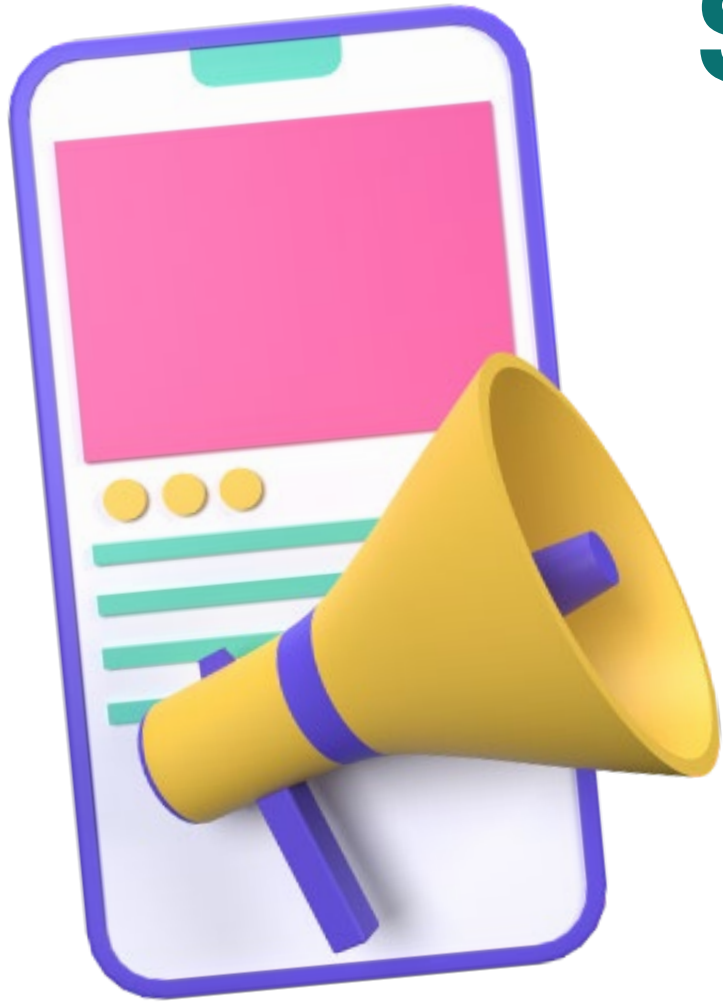
- Immediate written/USPS-mailed tax acknowledgment for all fund contributions
- Unlimited memorial/honorary gift tracking, recognition and publication
- Pledge management (billing and collection) for all multiyear fund contribution commitments
- Dedicated and custom giving URL that connects to a 24-hour online fund giving platform that can be listed in all the fund holder's print and digital outlets (webpage, newsletter, online fundraising appeal, social media posts)
- Fund mentions/promotion in ACF's digital and print publications (if desired)
- Fund development and donor/family philanthropic gift planning consultation
- Ability to accept unique, non-cash, hard-to-value assets and facilitate tax-advantaged liquidation
- Cost-free easy process for donors to contribute DTC eligible stock/ETFs as well as non-DTC eligible mutual funds
- Charitable gift annuity program for eligible funds, which includes quarterly income payment processing and all required tax year-end reporting
- IRS- and state-compliant charitable event planning services, including fund-integrated online auction services and \$1 million charitable event/volunteer liability insurance coverage
- Immediate access to current local, critical grant needs via community investment staff consultations and/or quarterly community issues session programming
- Annual third-party audit and review of internal controls; ongoing fiduciary oversight and safeguarding of individual fund assets and the fund's charitable mission

### Administrative Fee Calculation and Collection

Akron Community Foundation bases its annual administrative fee on the foundation's fiscal year beginning April 1. The foundation recalculates the 1.25% annual administrative fee each calendar quarter and then collects one-fourth of the recalculated fee at that time.

The foundation maintains an administrative expense operating reserve fund that is currently equal to four months of operating costs. At the end of the fiscal year, any administrative fee revenue collected that exceeds actual expenses is retained in the reserve fund. Conversely, in years where administrative fee revenue does not cover year-end expenses, accumulated cash in the reserve fund is used to close out the fiscal year.

# Social Media Guide



AKRON  
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# Olivia Eastly

## Marketing Coordinator

### Akron Community Foundation

Schedule a time to discuss your social media ideas or ask questions about how to manage your fund's social media profiles.

Email me at [oeastly@akroncf.org](mailto:oeastly@akroncf.org) or call me at 330-436-5620 with questions.



# The Benefits of Social Media

Social media is one of the most efficient ways to reach current and potential donors. Here are just some of the things you can do with a good social media strategy:



**Share Your Impact**



**Promote Your Event**



**Recruit  
Committee Members**



**Encourage Giving**



# ACF Social Media Guidelines

- ACF will create all new accounts.
- One or more ACF staff members will be administrators on all accounts.
- Ongoing content creation and follower engagement is the responsibility of your board/committee members.
  - We may ask to see a monthly content calendar ahead of time as you begin a new account or as a new person steps into the role of managing social media for your fund.
- If your fund sets up a LinkedIn page, it must be a showcase page of the ACF page.





# LinkedIn Examples



Event ended

## Medina County Grant Distribution Event

Event by Medina County Women's Endowment Fund

Thu, Jun 15, 2023, 5:00 PM - 7:00 PM (your local time)

3327 Blue Heron Trace, Medina, Ohio, US, 44256  
Blue Heron Brewery & Event Center

Event link - <https://www.eventbrite.com/e/medina-county-grant-distribution-event-tickets-629308136577>



## Women's Endowment Fund

Uplifting women and girls throughout Akron and all of Summit County.

Non-profit Organizations · Akron, Ohio · 282 followers

Kristen & 9 other connections follow this page

Following

Learn more

More

Home About Posts

### About

The Women's Endowment Fund of Akron Community Foundation was established in 1993 as a permanent endowment committed to encouraging the advancement of women and girls and their growth as philanthropists.



## Gay Community Endowment Fund

98 followers

8mo ·

It's hard to believe the live Sugar Plum Tour of holiday homes is already over — we hope those of you who attended had a blast! If you weren't able to attend in-person but would still like to get in the holiday spirit with more shots like this, be sure to purchase your tickets for the virtual tour before 6pm on Sunday, 12/11. Check out the link below for more information, and thank you all so much for supporting GCEF and the Greater Akron LGBTQ+ community! 🏳️‍🌈👏🎄

<https://lnkd.in/ggi4U8Rk>



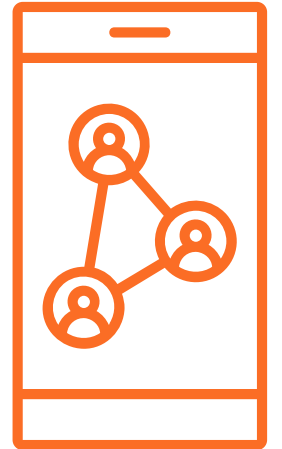
# ACF Posting Guidelines

- Politics: No posts about specific candidates or issues on the ballot (e.g. Vote no on Issue 1!) unless it relates specifically to our business (e.g. charitable giving). This is an IRS regulation.
- No defamatory posts about specific individuals or businesses.
- Take a positive, advocacy-based approach to your content. Do not attack other accounts or participate in negative messaging around a topic.
- Commenting on current issues related to your fund is generally OK.
  - If you're wondering whether something will violate our guidelines, please ask.




# What Will ACF Post On Your Fund's Behalf?


- An annual announcement that your fund is accepting grant applications
- An annual announcement of your fund's grant awards
- Event announcements for annual meetings and signature fundraisers
  - ACF will set up the Facebook event and/or LinkedIn event
  - ACF will post when the save-the-date and ticket press releases are distributed, as well as a reminder post if necessary
    - Further promotion of events is the responsibility of a committee member and/or vendor



# Facebook Examples



 **Bath Community Fund**  
July 6 at 5:21 PM · 🌐


Take time this summer to visit North Fork reservation! Several grants, large and small, including Bath Community Fund, helped make this new park a reality.



AKRON.COM  
**North Fork Preserve opens - Akron.com**  
Photo: Chris Partis BATH — Bath trustees, officials and Lemmon family members, shown above...


Boost this post to reach up to 566 more people if you spend \$14. [Create ad](#)


  Diana McCool and 4 others 3 shares

 **Gay Community Endowment Fund**  
April 6 · 🌐


If you're an LGBTQ+ person or active LGBTQ+ allied student and live in Medina, Portage, Stark, or Summit county, consider applying for one our scholarship awards! You can find the application by visiting the following link: <https://www.akroncf.org/students/>.

Also, feel free to check out (and share) our most recent press release highlighting some more information about our scholarship process/past awardees: <https://www.akroncf.org/gcefscholarshipfund2023/>.



 **Medina County Women's Endowment Fund**  
May 10 · 🌐

Thank you to all our Legacy Tree of Giving members who make our grant awarding possible! Your annual gifts help us fund programs that create opportunities for Medina County's women and children. If you want to join this group of generous women philanthropists, visit <https://www.akroncf.org/.../medina-county.../donor-list/>



**Legacy Tree of Giving members receive:**

- Special recognition at our events
- Advance First-to-Know communication about our fund's latest news
- The knowledge that their gifts uplift women and children in our community now and forever



# General Best Practices

- Use a content calendar to plan your content and ensure a regular posting schedule. Aim for two to four posts per month in the beginning.
- Your fund caters to a certain demographic or community – post content that is relevant to that audience!
  - For example, the Women’s Endowment Fund may post about nonprofits serving women and girls, while the Gay Community Endowment Fund may post stories from The Buckeye Flame, a previous grant recipient.
- Use your fund’s logo as a consistent profile picture across all accounts.
- Your cover photo should reflect your fund's identity. Contact ACF for suggestions and best practices for cover photo creation.
- Set up a Google Alert for your fund's name to receive notifications when your fund is mentioned in the news. These articles often make good content for social media.



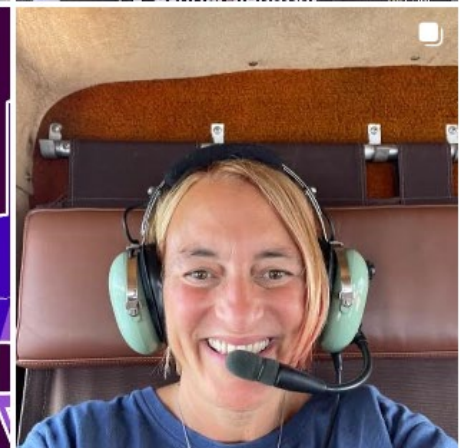
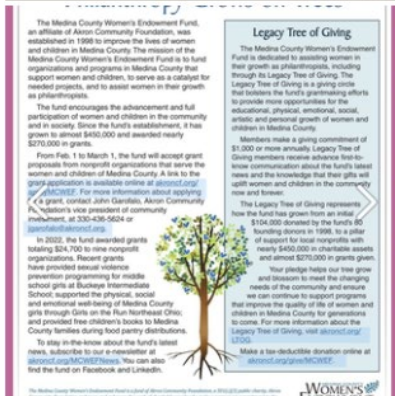
# General Best Practices

- Tag your grantees and sponsors in content that mentions them.
- Share the fund's content to your personal page and invite your connections to follow or "like" the fund's page.
- Invite people who have "liked" content on your page, but haven't yet followed the page, to follow the page.
- Be visual: Posts with at least one visual perform 2.3 times better than posts composed of only text. Visuals may include photos, graphics or short videos.
- A good post has a hook that will make people stop scrolling. Think of what your goal is for each post: Do you want people to click on something? Do you want them to sponsor your event or make a donation?









# Instagram Examples



# How to Size Your Images for Social Media

## Social Media Image Sizes 2023

				
<b>Profile photo</b>	320 x 320	170 x 170	400 x 400	400 x 400
<b>Landscape</b>	1080 x 566	1200 x 630	1024 x 512	1200 x 627
<b>Portrait</b>	1080 x 1350	630 x 1200	N/A	627 x 1200
<b>Square</b>	1080 x 1080	1200 x 1200	N/A	N/A
<b>Stories</b>	1080 x 1920	1080 x 1920	N/A	N/A
<b>Cover photo</b>	N/A	851 x 315	1500 x 500	1128 x 191

# Resources ACF Makes Available to You



## Content Calendar Templates

We can provide you with a content template and/or suggested content categories to kickstart your creative process.



## Newsletter Content

Encourage your followers to subscribe to your newsletter prior to sending it. You can also create a post for each individual piece of your newsletter to get the most out of it.



## Grantee Progress Reports

Each year, your Grants Committee receives grantee progress reports. These often include powerful statistics (and sometimes visuals) that showcase your fund's impact.



## Historical Photos

Is your fund celebrating an anniversary or milestone? Ask if we have historical photos in our records that may be relevant to show how far your fund has come!

# Resources ACF Makes Available to You



## Press Releases & Stories

Your fund's board chair and communications chair will review all press releases prior to publication. After they are published on the ACF website, you may share them on social media. We also recommend you check our stories section from time to time – there may be a profile on a nonprofit you've supported or other relevant content to share!

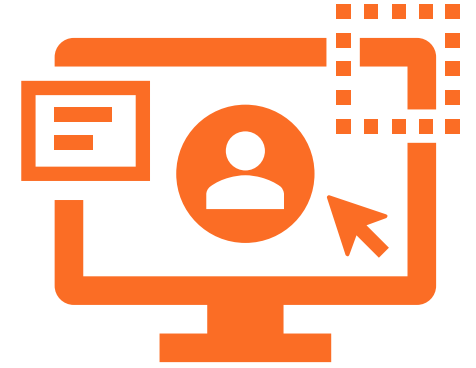


## Event Materials & Registration Links

ACF handles the setup and maintenance of all event registration pages. The link will be included in any invitations or press releases for the event, but we will also send you the link to use in your social media promotion. We are also happy to share the event graphics with you to use as a visual on social media.

# Additional Resources

- **Canva.com**
  - Create engaging graphics and infographics for free
- **Pexels.com and Unsplash.com**
  - Download free stock photos and royalty-free images
- **Nonprofit Tech for Good: nptechforgood.com**
  - Access webinars, blogs and newsletters breaking down digital trends
- **Hootsuite's Blog: blog.hootsuite.com**
  - Get strategy guides and free tools to elevate your fund's social media



# Stay Connected



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