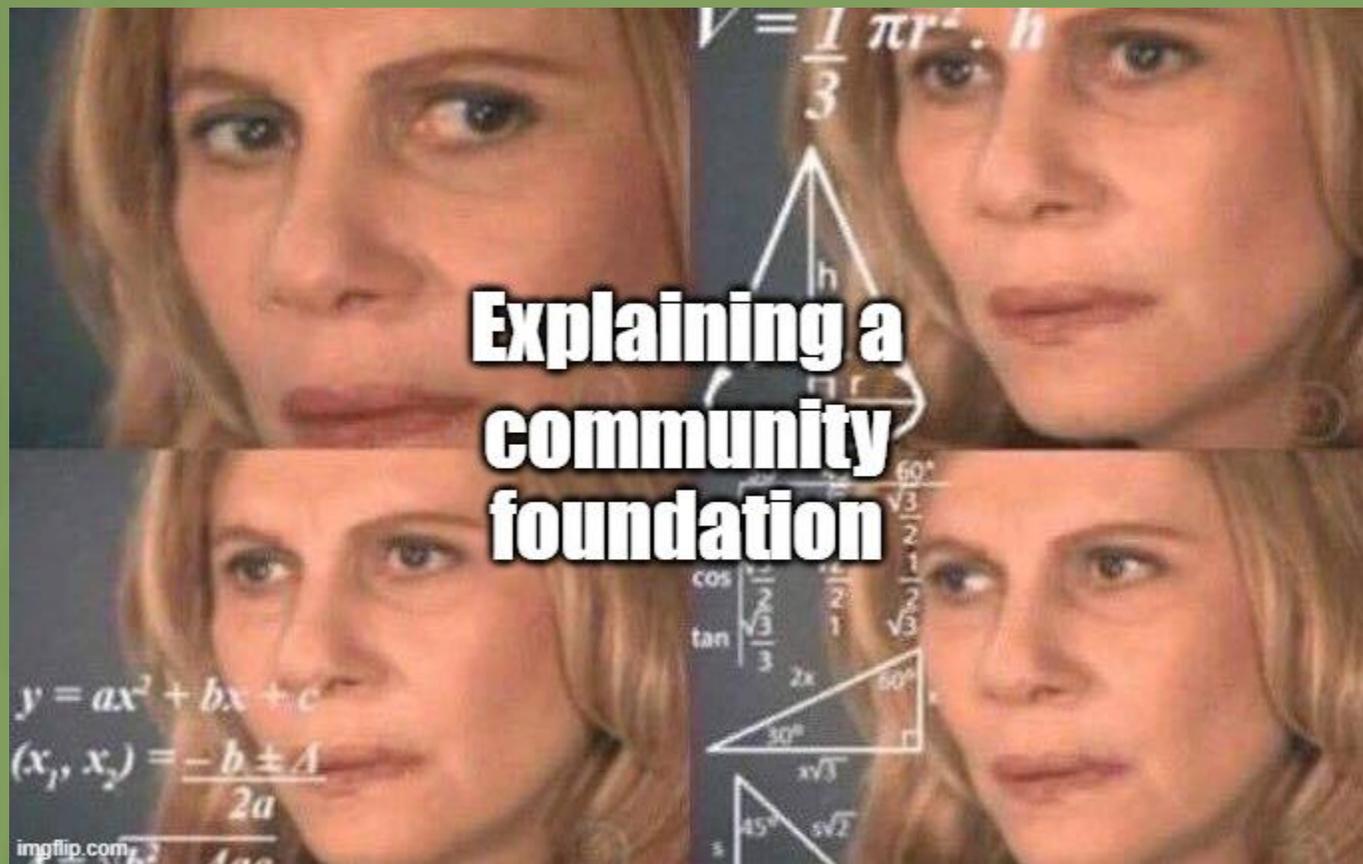




# **Communications: Promoting your affiliate and boosting visibility**

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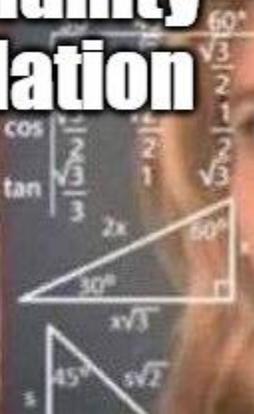


**Explaining a  
community  
foundation**

$$V = \frac{1}{3} \pi r^2 \cdot h$$



$$y = ax^2 + bx + c$$
$$(x_1, x_2) = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$



imgflip.com

## **NCCF's mission:**

**To inspire North Carolinians to make  
lasting and meaningful contributions  
to their communities.**

# Our challenge and opportunity

- Rule of 7
- Hundreds of ambassadors across the state
- Opportunity to get on the same page with common messaging



# Talking about NCCF



# Talking about NCCF – The 3 Gs



**GATHER**

- We GATHER people together and help generous donors create endowed funds to support causes and organizations they care about.



**GROW**

- Our endowed funds are long-term investments in our communities that GROW over time ...



**GRANT**

- ... allowing us to GRANT for the greater good. The earnings from our investments provide scholarships to students and grant funding for nonprofits to meet community needs today and in the future.

# Talking about NCCF – Who we are & why we're unique

- Only statewide community foundation in NC
- Founded in 1988 with the vision of providing rural NC with the same philanthropic services as larger communities
- Over 1,200 funds providing grants to charitable organizations and scholarships to students
- Local philanthropy for local good: Our 53 affiliates in 60 counties use their community funds to make grants to local causes
- Our dedicated staff live in all regions of NC – including yours! – and are experts in charitable giving and impactful grantmaking



# **Your Affiliate's Story**

# What all affiliates have in common

- All affiliates:
  - Gather, Grow, Grant
- Benefit from NCCF's statewide network
- Know the needs of their community and make grants to the nonprofits that can best assist



**GATHER**



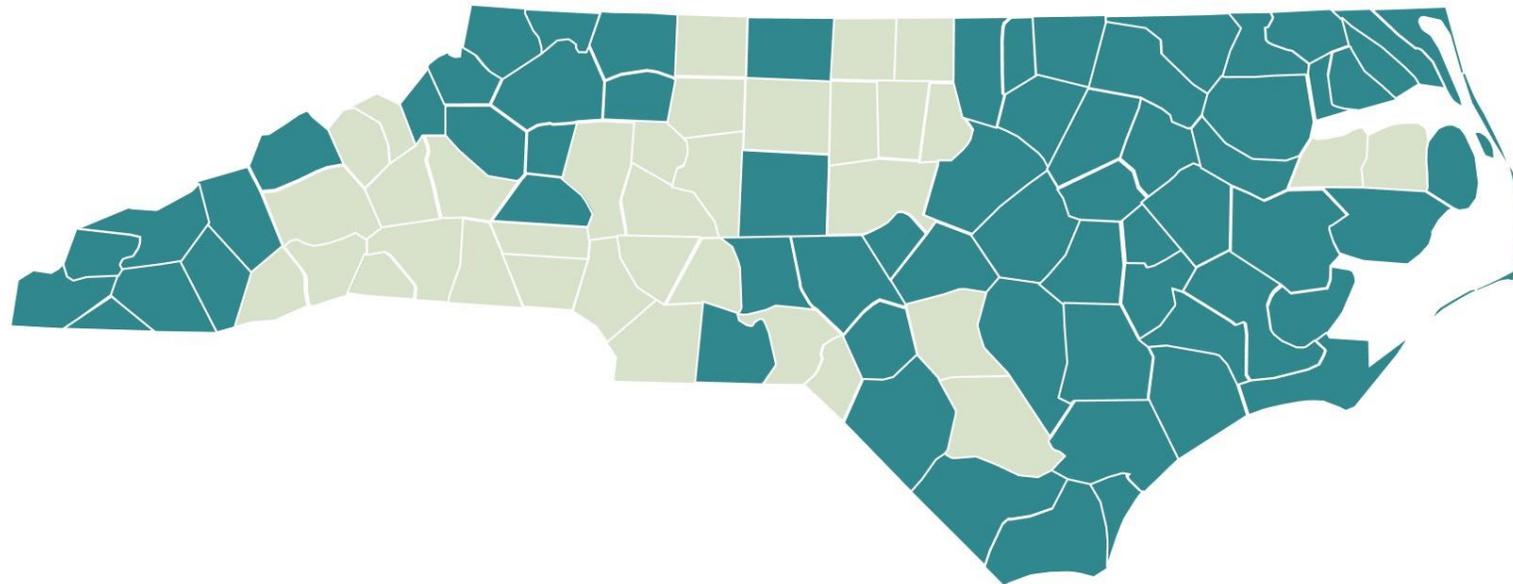
**GROW**



**GRANT**

# Tailoring your message to your affiliate

- All affiliates share a common goal of strengthening communities through philanthropy
- Yet each community is unique



# Tailoring your message to your affiliate

- What makes your affiliate unique?
- How is your affiliate uniquely positioned to help the community?
  - Is it the makeup of your board?
  - Your grantmaking?
- What are your strengths as a board?
- Why should people get involved and give?

# Tailoring your message to your affiliate

- Example: Cary affiliate
  - Affluent community, but pockets of real need
  - They know what the needs are and direct grants to those needs





# **Making it Personal: Telling Your Story**

# Storytelling tips

- People relate to people. Humanize our work!
- Refine your story and make it clear and succinct.
- A call to action – What do you want someone to do?
  - Donate to the unrestricted fund?
  - Join the board
  - Open a fund?

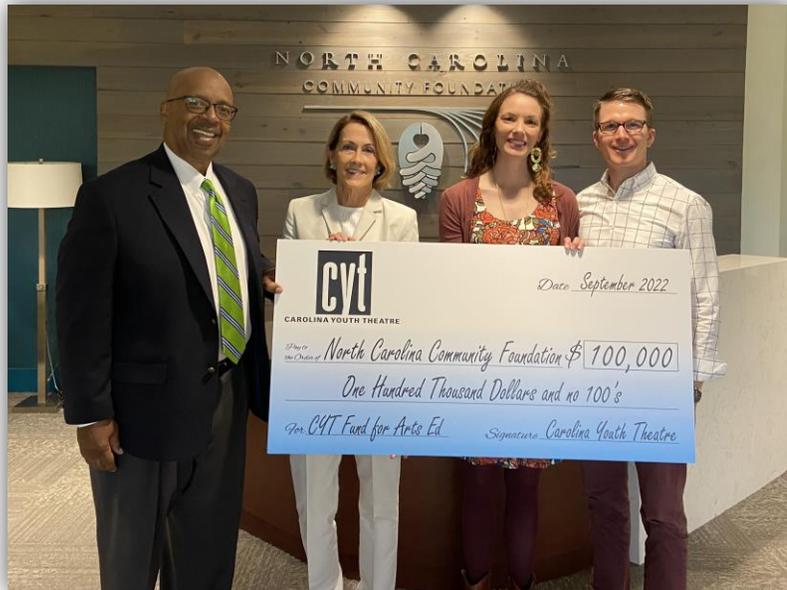
# Your connection to your affiliate

- How and when did you get connected to your affiliate?
- Why are you a board member?
- What do you enjoy about being involved?
- Why is supporting your community important to you?
- Have you seen our impact first-hand?
  - Through a scholarship or grant?
  - As a fundholder?
  - As an affiliate board member?



# Your connection to your affiliate

- Be authentic
- Use stories of donors, grantees and scholars



# Putting it all together

- Practice with your neighbor!
  - Pretend you are at an event in your community and you're chatting with someone. You mention that you are on your affiliate advisory board and they ask, "What's the ABC Foundation?"
  - Explain NCCF and your affiliate to someone who is unfamiliar with us. Use the 3 Gs, layer on some tailored messaging for your affiliate and your own personal story.
  - Pair up with a neighbor. Take a turn for 5 minutes and then switch roles.

# What's your story?

- Volunteers to share?
- Keep using it! Become a pro at telling your story.
- Tailor it to your audience.



# **Tools to Support You**

# Redesigned materials

## About Us



an affiliate of  
NORTH CAROLINA COMMUNITY FOUNDATION

### Serving Alleghany County Since 1993

The Alleghany County Community Foundation (ACCF) is an affiliate of the North Carolina Community Foundation. It is led by a local volunteer advisory board that helps build community assets by creating permanent endowments, making grants, and leveraging leadership and partnerships – all for the benefit of Alleghany County.

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#### OUR GRANTMAKING

Each year, ACCF holds a competitive grants program using dollars from our community grantmaking fund and board-advised funds. In 2022, ACCF awarded \$14,900 to the following local nonprofits:

- Alleghany Historical-Genealogical Society, Inc.
- Alleghany JAM
- Alleghany Partnership for Children
- Alleghany Wellness Center, Inc.
- Appalachian State University
- North Carolina Symphony for Music Discovery
- Second Harvest Food Bank of Northwest NC
- Sparta Elementary School

## Power of Endowment



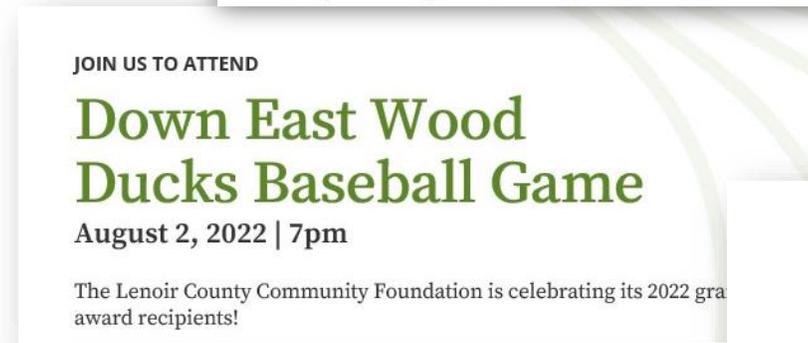
The North Carolina Community Foundation joins generous people together, combining resources to make an exponential, permanent impact in North Carolina communities. Through pooled assets and a long-term investment approach, NCCF preserves your original gift, granting out the earnings to charitable organizations in perpetuity.

### We call it the Power of Endowment

INITIAL GIFT	20 YEARS	40 YEARS
		
The Make a Difference Fund is established with a gift of \$25,000 to NCCF.	\$27,655 in cumulative grants, \$40,960 endowment balance	\$74,656 in cumulative grants, \$66,889 endowment balance
Initial gift grows and grants out up to 5% of the balance annually.	Cumulative grants exceed original contribution and endowment balance has grown by half.	Original contribution has generated almost three times its value in grants and the balance has more than doubled.

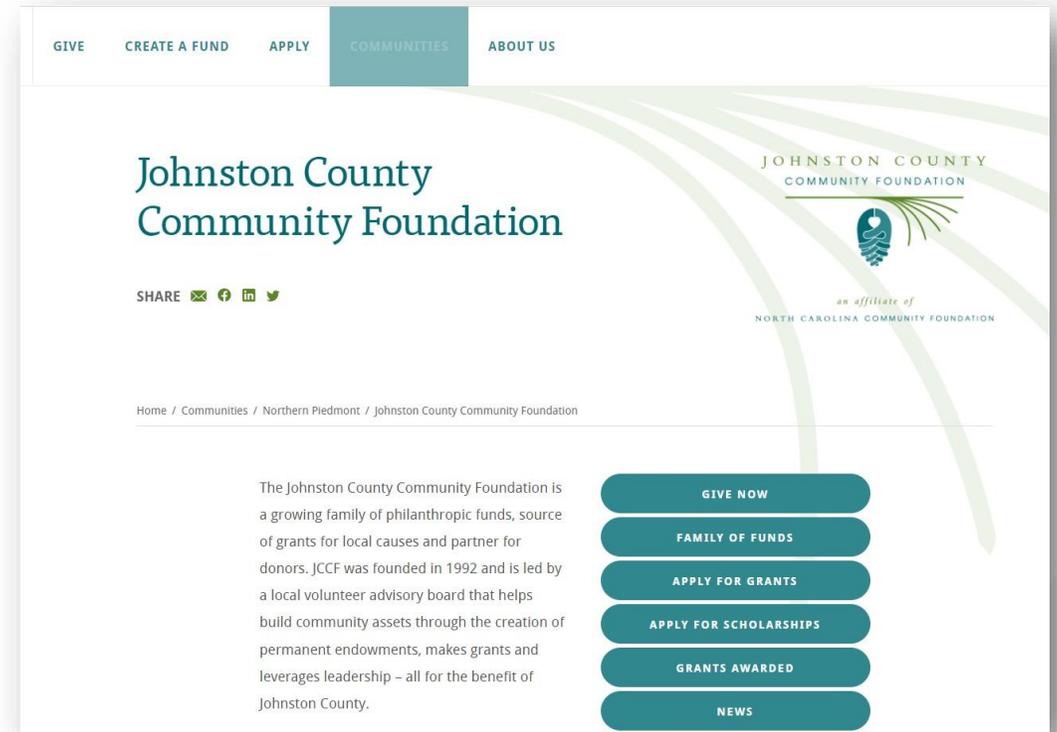
# Redesigned materials

- Templates, invitations, programs and save-the-dates
  - Printed in-house
  - For larger events with a budget, we can facilitate invitation and mailings done directly from a print house



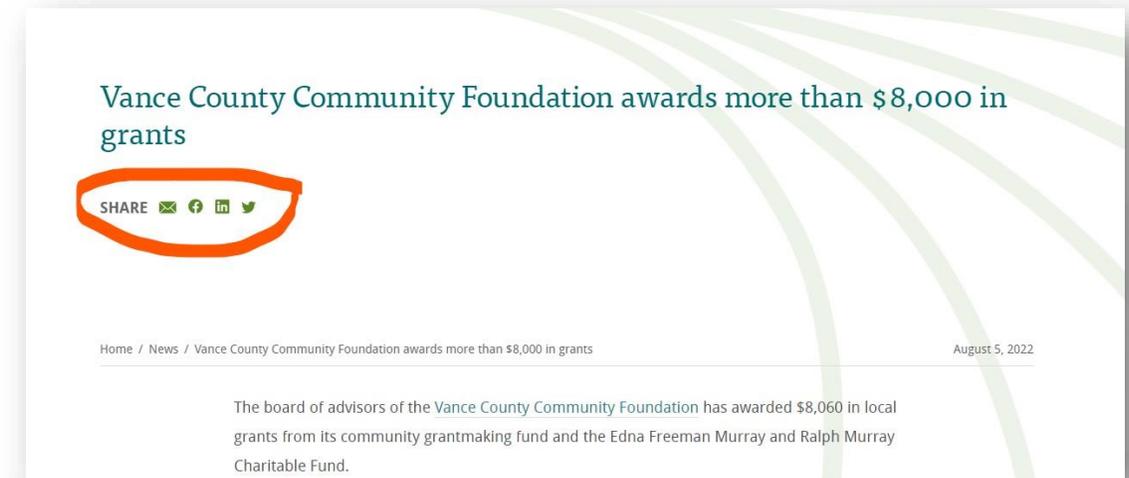
# Website

- Each affiliate has own section
- Regularly updated
- Includes:
  - How to donate
  - Grant and scholarship opportunities



# Getting people to affiliate web pages

- QR codes
  - Scan with your smartphone's camera
- Short links
  - [nccommunityfoundation.org/alleglhany](https://nccommunityfoundation.org/alleglhany)
- Share buttons
  - Email
  - Facebook
  - LinkedIn
  - Twitter





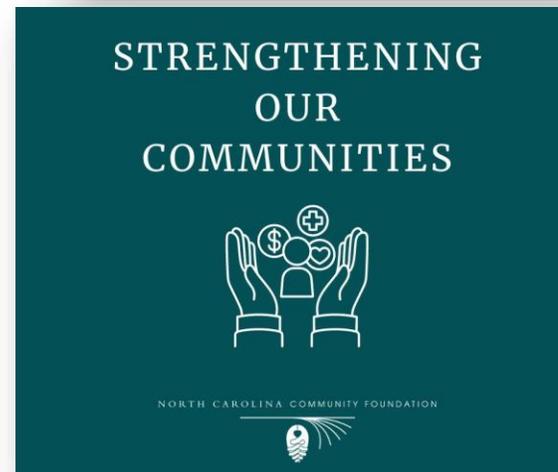
# Social media

- Share and amplify NCCCF posts
- Post something from today!
  - #NCCCFGrowingOurRoots
- Tag us



# Social media graphics

- Graphics
  - Grants cycle opens
  - Grants awarded
  - Chairman's Challenge
  - For Facebook, Instagram, LinkedIn and Twitter
  - Available on the affiliate board portal
- Affiliates can use these graphics with links to webpages



# Nonprofit outreach

- Emails to nonprofits to promote grant cycles opening
- Key audience when grant cycles open
- Share the email with your network



# Traditional media

- Press releases
  - Number of media outlets, reporters has decreased
  - ROI frequently not there
  - Grant award press releases have received more coverage



# Upcoming

- Using new materials in communities
  - New Impact Report on web now and in print by summer
  - New About NCCF brochure by summer
- Redesign of board recruitment materials
- Website redesign in 2024
- Strategic investments in communications to raise visibility
- Your homework: Develop your affiliate's story and your message

# Q&A

*State of Generosity™*

NORTH CAROLINA  
COMMUNITY FOUNDATION

