ECGRA The Challenge

Brand Style Guide and Marketing Toolkit

Welcome!

February 4, 2015

Welcome to the ECGRA family!

We believe your organization is part of what makes Erie County great. Whether you're serving our neighbors, boosting the economy, educating the next workforce, entertaining crowds, or growing Erie's infrastructure, your story matters to us and to the community. It should be told. And we want to help.

This toolkit contains ideas and resources for sharing your story… and ours. Without you, ECGRA would be just another authority. But your good works are proof that the **$30 million of gaming funds** we've invested in Erie County work. Inside, you'll find examples of media releases, an overview of social media, a fundraising and thank you template, and messaging and marketing tips for writing about our partnership online and in print. We've also included everything you need to add ECGRA logos and ads to your marketing and PR materials.

Our goal is to empower you toward economic and community development and to demonstrate our organizations' collective impact on the community. By sharing real stories of transformation taking place in neighborhoods countywide, we can revive the spirit of Erie residents and inspire innovation and collaboration.

Please call on us to help you craft the stories of how ECGRA grant monies are changing your organization and your communities.

Thank you for telling your story with us,

Perry N. Wood
Executive Director

P.S. If someone in your organization manages your communications, pass this toolkit and the accompanying CD to them. If you do it all—like many leaders today—simply follow the included guide and as always, contact us at 814-897-2690 if you have questions.

Table of Contents

Branding

Purpose of Logo-use Standards

ECGRA's logo is its most distinguishable mark. In 2011, staff and board members put much thought and planning into a logo redesign and launch. The overhauled logo, which was widely received, represents ECGRA's stability, growth, and charitable spirit. With ECGRA's increased brand awareness, the logo is now one of ECGRA's most valuable assets and should be treated as such. Consistent usage of the logo and accompanying elements, such as typography, color, and layout, is vital to maintaining ECGRA's image and strengthening the community's positive identification with ECGRA grant money at work in Erie County.

When using the ECGRA logo in print or on screen, please follow the logo-use standards found on the following pages. Contact Amanda Burlingham at 814-504-3037:
• If you have questions about any standard covered in this document.
• For approval to vary from any standard covered in this document.
• For marketing or graphic design guidance—we are here to help!

Logo-use Standards:

As we build the ECGRA brand, please use the ECGRA logo with the "ECGRA" acronym and the words "Erie County Gaming Revenue Authority" in either color (file name: ECGRA Color Name) or greyscale (file name: ECGRA Grey Name), depending on your needs. Always use approved master artwork provided by ECGRA—never recreate artwork yourself.

"ECGRA Color Name" Logo:

"ECGRA Grey Name" Logo:

Co-Branding

ECGRA has several secondary identifying marks, including the School District Foundation Endowment Challenge—or "The Challenge"—logo. This logo does not stand on its own; rather, it is used in concert with the ECGRA logo to provide value to your foundation's fundraising efforts. Please follow these guidelines when incorporating The Challenge logo.

• ECGRA logo
• The Challenge logo
• Your Foundation logo

The size of all three must be visually equal; ECGRA and Challenge logos should not be smaller than foundation logo; each logo should have its own breathing room.

Color Palette

ECGRA brand colors family was carefully selected to represent ECGRA's stability, endurance, and trustworthiness. Necessary for professional print jobs, ECGRA's PMS and CMYK colors follow. Do not use the ECGRA logos in unauthorized colors. If a logo must be used in one color or black and white, use the enclosed greyscale version.

ECGRA color palette

For ECGRA Blue use:
PMS 289
C: 97   **M:** 76   **Y:** 36   **K:** 23

For ECGRA Green use:
PMS 377
C: 57   **M:** 15   **Y:** 97   **K:** 1

The ECGRA color palette also uses other greens as accent colors.

For ECGRA Med. Green use:
PMS 376
C: 50   **M:** 0   **Y:** 97   **K:** 0

For ECGRA Lt. Green use:
PMS 382
C: 28   **M:** 0   **Y:** 98   **K:** 0

The Challenge color palette

Red
C: 18   **M:** 100   **Y:** 91   **K:** 8

Black
C: 70   **M:** 68   **Y:** 64   **K:** 74

Orange
C: 0   **M:** 50   **Y:** 99   **K:** 0

Advertising Gallery

ECGRA has provided two marketing campaigns each with their own set of images for use in print and online materials. Ads include the ECGRA and Challenge logos and are customized with your foundation name, foundation logo, and/or district name. Available on the enclosed CD, each ad is named according to its recommended use (print or web) and/or size for ease of use. The following "Math" ads can be used as flyers, in newsletters, on web pages, and much more. Take note of the language used in the ads and remember to be consistent when you speak about The Challenge. See page 2.3-2.4 for campaign #2, Piggy. See pages 2.5-2.9 for messaging tips.

PRINT ADS: Math

TC_Ad_Math_8.5x11_Erie.pdf

TC_Ad_Math_11x17_Erie.pdf

TC_Ad_Math_5.5x8.5_Erie.pdf

TC_Ad_Math_5.5x4.25_Erie.pdf

WEB ADS: Math

TC_Math_Facebook Cover_Erie.jpg

TC_Math_Web_728x90.jpg
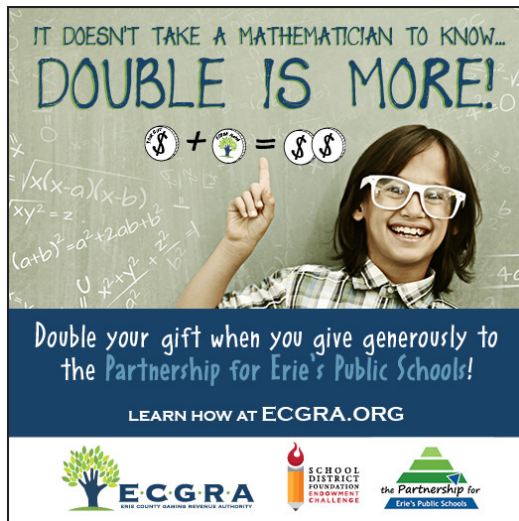
TC_Math_Web_250x250_Erie.jpg

TC_Math_Web_300x600_Erie.jpg

"Piggy" is the second of two marketing campaigns created by ECGRA for use during The Challenge (see pages 2.2-2.4 for "Math"). The Piggy campaign features four print ads and four web ads, all in varying sizes. Ads include the ECGRA and Challenge logos and are customized with your foundation name, foundation logo, and/or district name. Each ad is named according to its recommended use (print or web) and/or size and is available on the enclosed CD. Use the images as posters, in school programs, in mailings, in social media, and much more. Print as a stand-alone piece or insert into a document. And don't forget to keep our message clear—please consistently use Challenge language as we collectively build excitement about donating to public schools! See messaging tips on pages 2.5-2.9.

PRINT ADS: Piggy

TC_Ad_Piggy_8.5x11_Erie.pdf

TC_Ad_Piggy_11x17_Erie.pdf

TC_Ad_Piggy_5.5x8.5_Erie.pdf

TC_Ad_Piggy_5.5x4.25_Erie.pdf

WEB ADS: Piggy

TC_Piggy_Facebook Cover_Erie.jpg

TC_Piggy_Web_728x90.jpg

TC_Piggy_Web_250x250_Erie.jpg

TC_Piggy_Web_300x600_Erie.jpg

Ask Letter TIPS

As ECGRA and participating foundations speak about and fundraise for The Challenge, we will build excitement about our collective impact on Erie county public school students and create momentum for giving. To keep our message clear, it is important that language is consistent in daily communications and fundraising and marketing materials, including online media and presentations.

The enclosed toolkit CD includes a template for a fundraising "ask" letter with multiple customization options for your foundation (see highlighted areas, below). We encourage you to use the template in full or craft a personalized letter incorporating the messaging and co-branding tips found on pages 2.5-2.6. In these pages, you'll also discover PR suggestions to help grow your donor base.

Write out "Erie County Gaming Revenue Authority" in singular and initial uses. After initial use, use acronym "ECGRA."

Write out "School District Foundation Endowment Challenge" in singular and initial uses. After initial use, use "The Challenge" or "Challenge," as appropriate.

ECGRA designed The Challenge as an economic development vehicle to:
- Strengthen public schools and, as a result, their adjoining neighborhoods
- Foster development in the region's future workforce
- Abate poverty by educating and graduating our students
- Empower and advance public schools and their foundations

Provides insight into how an endowment works.

Use the template, here, or customize using the description you provided in your Challenge application. Remember that the description you provided appears at ECGRA.org.

The P.S. is the #1 read part of a letter.

THINK BIG!

[INSERT SCHOOL DISTRICT FOUNDATION NAME]
[INSERT ADDRESS]
[INSERT SOCIAL MEDIA ADDRESS, e.g. Facebook/Erie County Gaming Revenue Authority]

E·C·G·R·A
ERIE COUNTY GAMING REVENUE AUTHORITY

SCHOOL DISTRICT FOUNDATION ENDOWMENT CHALLENGE

[INSERT DATE]

Dear [INSERT NAME],

The Erie County Gaming Revenue Authority (ECGRA) is challenging parents, students, friends, faculty, and staff of [INSERT SCHOOL DISTRICT NAME] to grow its endowment and provide more opportunities to students and teachers. Through its School District Endowment Challenge, **ECGRA will match up to [INSERT AMOUNT]**—or $5 per student— every donation made to [INSERT SCHOOL DISTRICT FOUNDATION NAME] now through December 31, 2016!

We do not want to miss out on receiving these matching funds!

Research indicates that education increases workforce productivity and that quality public schools sharpen a community's competitive edge. ECGRA's Challenge is a progressive campaign to foster the growth of the [INSERT QTY] students and teachers at our [INSERT QTY] public schools by raising the needed funds to offer them meaningful educational experiences and materials.

In 2014, using only the interest earned on that endowment, [INSERT SCHOOL DISTRICT NAME] [INSERT HOW YOUR DISTRICT INVESTS/WILL INVEST FUNDS, e.g., supported 20 creative and innovative academic and extracurricular programs serving more than 4,000 of our students and teachers]. Using your generous donation plus ECGRA's match, we can more than double the number of students and teachers served and dramatically amplify school-wide success!

Please help us meet the ECGRA Challenge and donate today using the form below. Watch as we multiply your gift!

Thank you for your support!

[INSERT YOUR NAME]
[INSERT YOUR TITLE]

Double your gift when you give generously to our schools!

LEARN HOW AT ECGRA.ORG

ECGRA will match all gifts made to Partnership for Erie's Public Schools thru 12/31/16 up to $60,000.

Count on me for a tax-deductible donation to the [INSERT SCHOOL DISTRICT FOUNDATION NAME]!
___$500 (100 students) ___$250 (50 students) ___$100 (20 students) ___$50 (10 students) ___$25 (5 students) ___$10 (2 students) other $_____

Employer matching gift from: _____

Please make checks payable to: [INSERT SCHOOL DISTRICT FOUNDATION NAME].
Name(s) as you want it to appear in print: _____
Address: _____
City: _____ State:_____ Zip Code: _____
Email _____ Alumni: ___No ___ Yes, year of graduation _____
_____I/We would like the donation to remain anonymous.
_____Donation made (please circle choice) in honor of/in memory | of/for the department of: _____
_____Please send me additional information on giving opportunities such as named scholarships.
Thank you for your generous support! Please mail gift to:
[INSERT SCHOOL DISTRICT FOUNDATION NAME], *Attn:* [INSERT NAME], [INSERT FULL ADDRESS]

TC_Ask Letter_template.docx

Ask Letter TIPS, con'd.

Be sure to include the end date of the matching opportunity. As the end of The Challenge draws near, update donors about your progress.

Use figures/quantifiable data whenever possible.

Be specific about how you have used funds in the past.

Always include a call to action!

Remind donors that their gift will be matched 100%.

Many employers offer a matching gift program. Earn more, faster by asking for this information.

Consider updating donors on Challenge progress and announcing when you use endowment funds.

Be sure to add donors to your e-news and mailing lists.

Share contact info with your alumni director.

E·C·G·R·A
ERIE COUNTY GAMING REVENUE AUTHORITY

SCHOOL DISTRICT FOUNDATION ENDOWMENT CHALLENGE

[INSERT SCHOOL DISTRICT FOUNDATION NAME]
[INSERT ADDRESS]
[INSERT SOCIAL MEDIA ADDRESS, e.g. Facebook/Erie County Gaming Revenue Authority]

[INSERT DATE]

Dear [INSERT NAME],

The Erie County Gaming Revenue Authority (ECGRA) is challenging parents, students, friends, faculty, and staff of [INSERT SCHOOL DISTRICT NAME] to grow its endowment and provide more opportunities to students and teachers. Through its School District Endowment Challenge, **ECGRA will match up to [INSERT AMOUNT]**—or $5 per student— every donation made to [INSERT SCHOOL DISTRICT FOUNDATION NAME] now through December 31, 2016!

We do not want to miss out on receiving these matching funds!

Research indicates that education increases workforce productivity and that quality public schools sharpen a community's competitive edge. ECGRA's Challenge is a progressive campaign to foster the growth of the [INSERT QTY] students and teachers at our [INSERT CITY] public schools by raising the needed funds to offer them meaningful educational experiences and materials.

In 2014, using only the interest earned on that endowment, [INSERT SCHOOL DISTRICT NAME] [INSERT HOW YOUR DISTRICT INVESTS/WILL INVEST FUNDS, e.g., supported 20 creative and innovative academic and extracurricular programs serving more than 4,000 of our students and teachers]. **Using your generous donation plus ECGRA's match, we can more than double the number of students and teachers served and dramatically amplify school-wide success!**

Please help us meet the ECGRA Challenge and donate today using the form below. Watch as we multiply your gift!

Thank you for your support!

[INSERT YOUR NAME]
[INSERT YOUR TITLE]

Double your gift when you give generously to our schools!

LEARN HOW AT ECGRA.ORG

*ECGRA will match all gifts made to Partnership for Erie's Public Schools thru 12/31/16 up to $60,000.

Count on me for a tax-deductible donation to the [INSERT SCHOOL DISTRICT FOUNDATION NAME]!

___$500 (100 students) ___$250 (50 students) ___$100 (20 students) ___$50 (10 students) ___$25 (5 students) ___$10 (2 students) other $_____

Employer matching gift from: _____

Please make checks payable to: [INSERT SCHOOL DISTRICT FOUNDATION NAME].

Name(s) as you want it to appear in print: _____

Address: _____

City:_____ State:_____ Zip Code: _____

Email_____ Alumni ___No ___ Yes, year of graduation _____

_____ I/We would like the donation to remain anonymous.

_____ Donation made (please circle choice) in honor of/in memory | of/for the department of: _____

_____ Please send me additional information on giving opportunities such as named scholarships.

Thank you for your generous support! Please mail gift to:
[INSERT SCHOOL DISTRICT FOUNDATION NAME], *Attn:* [INSERT NAME], [INSERT FULL ADDRESS]

TC_Ask Letter_template.docx

Thank You Letter TIPS

The enclosed toolkit CD also includes a customizable "thank you" letter template. You can customize multiple portions of this letter (see highlights, below) and either mail or e-mail to donors soon after they give. Please refer to the messaging and co-branding tips when customizing your thank you letter either in full or in part and consider implementing our PR and fundraising suggestions to help raise more money.

A reminder that gifts to your foundation are tax deductible.

Use the description provided in your Challenge application—or something very close to it. Remember that the description you provided appears at ECGRA.org.

Be specific that the donor's gift will be matched 100%. Write out "Erie County Gaming Revenue Authority" in singular and initial uses. After initial use, use acronym "ECGRA."

Write out "School District Foundation Endowment Challenge" in singular and initial uses. After initial use, use "The Challenge" or "Challenge," as appropriate.

Personalize this statement when possible.

ECGRA designed The Challenge as an economic development vehicle to:
• Strengthen public schools and, as a result, their adjoining neighborhoods
• Foster development in the region's future workforce
• Abate poverty by educating and graduating our students
• Empower and advance public schools and their foundations

Promote the partnership.

Use figures/quantifiable data whenever possible.

Always include your mission statement. Insert ECGRA's mission statement into the body or at the bottom of all Challenge-related print documents.

[INSERT SCHOOL DISTRICT FOUNDATION NAME]
[INSERT ADDRESS]
[INSERT SOCIAL MEDIA ADDRESS,
e.g. Facebook/Erie County Gaming Revenue Authority]

[INSERT DATE]

Dear [INSERT NAME],

Thank you!

Your tax-deductible gift of [INSERT AMOUNT] to [INSERT SCHOOL DISTRICT FOUNDATION NAME] will [INSERT HOW YOUR DISTRICT INVESTS/WILL INVEST FUNDS, e.g., help sustain our schoolwide positive behavior intervention support program.]

Your gift will be matched 100% by the Erie County Gaming Revenue Authority through its School District Foundation Endowment Challenge making it worth [INSERT AMOUNT]! Using your generous donation plus ECGRA's Challenge match, we anticipate vastly increasing the number of students and teachers served through foundation funds and driving positive change throughout the [INSERT DISTRICT NAME].

Research indicates that education increases workforce productivity and that quality public schools sharpen a community's competitive edge. We're grateful for your investment in our students and our community and for ECGRA's Challenge. Together, we are fostering the growth of the [INSERT QTY] students and teachers at our [INSERT QTY] public schools.

[INSERT CLOSING]

[INSERT YOUR NAME]
[INSERT YOUR TITLE]

[INSERT FOUNDATION MISSION STATEMENT]

An impact investor, ECGRA's mission is to elevate Erie County by galvanizing nonprofits toward economic and community development. Since February 2008, ECGRA has invested more than $30 million in Erie County thanks to the pioneering leadership of members of the ECGRA Board of directors and staff. Learn more at ECGRA.org or call 814-897-2690.

TC_Thank You_template.docx

Media Release TIPS

ECGRA submitted the media release below to local print and TV media on February 4. While ECGRA will continue to communicate with media on behalf of The Challenge, you can (and should!) communicate with the media when you receive a large donation, invest funds in students and teachers, or have staff or board changes. You should also be sharing news regularly with your donors and prospective donors. Here are a few ideas:

Foundation, fundraising, or PR managers can serve as your primary contact in PR and marketing materials.

Write out "Erie County Gaming Revenue Authority" in singular and initial uses. After initial use, use acronym "ECGRA."

In newsletters, on websites, and in social media, include the end date of the matching opportunity. As the end of The Challenge draws near, update donors about your progress.

Customize this paragraph for a great start to an email campaign or newsletter. Follow with details about how you intend to invest monies raised. Be sure to use a version of the description you provided in your Challenge application and that appears at ECGRA.org.

Write out "School District Foundation Endowment Challenge" in singular and initial uses. After initial use, use "The Challenge" or "Challenge," as appropriate.

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Ask your superintendent to write a few quotes about your foundation and The Challenge or write them yourself and ask him/her to edit and approve for use throughout your fundraising campaign.

ECGRA
ERIE COUNTY GAMING REVENUE AUTHORITY

SCHOOL DISTRICT FOUNDATION ENDOWMENT CHALLENGE

[INSERT SCHOOL DISTRICT FOUNDATION NAME]
[INSERT ADDRESS]
[INSERT SOCIAL MEDIA ADDRESS, e.g. Facebook/Erie County Gaming Revenue Authority]

Contact: Perry Wood
Executive Director
814-464-3605
pwood@ECGRA.org

ECGRA Commits $200,000 in Matching Funds to Public School Foundations
Launches School District Foundation Endowment Challenge

EMBARGOED UNTIL FEB 4, 2015—Erie, PA—The Erie County Gaming Revenue Authority is challenging Erie County's 13 public school district foundations to grow their endowments and is committing up to $200,000 in matching funds for dollars raised through December 31, 2016. The School District Foundation Endowment Challenge officially kicks off today.

Since early 2014, ECGRA representatives have been convening foundation leaders to build their organizational and fundraising capacity. This month, those leaders will launch fundraising campaigns with hopes of earning every matching dollar available to them.

Dr. Jay Badams, superintendent of Erie's Public Schools, said, "Local education foundations continue to grow in importance as public school systems look for creative ways to fund innovative programs and initiatives that support student achievement and foster lifelong learning. By growing our endowment through ECGRA's Challenge, the Partnership for Erie's Public Schools will not only be able to continue to support Erie's 12,000 students today, but also generations of students that will come after them."

Erie County's public schools serve more than 40,000 students in 13 districts: Corry Area, Erie City, Fairview, Fort LeBoeuf, General McLane, Girard, Harborcreek, Iroquois, Millcreek, North East, Northwestern, Union City, and Wattsburg. While superintendents and staff are highly supportive of growing their respective endowments, all 13 foundations are their own nonprofit, autonomous, community-supported entities.

Corry Area School District William Nichols said, "School district endowments, when active and operating effectively, offer alumni, staff, teachers, and community members opportunities to directly improve students' lives. Since our foundation was established in 1997, we've…"

The foundations' sole responsibilities are to raise and distribute monies for districts to afford initiatives not covered by local, state, and federal funding. ECGRA's Challenge comes alongside the foundations' efforts with the goals of strengthening public schools and their adjoining neighborhoods, fostering development in Erie's future workforce, and abating poverty.

ECGRA Executive Director Perry Wood said, "This Challenge is truly a partnership for success of our public school students and our regional economy. There is a direct correlation between an educated workforce, economic growth, and social change."

Foundations participating in the Challenge will raise funds for a variety of district needs, including innovative curriculum, college scholarships, teacher professional development, arts education, STEM programs, and technology improvements. Anyone interested in donating to a public school district foundation can visit www.ECGRA.org, which details how foundations intend to invest funds and provides contact information for each foundation in order to make a gift.

# # #

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TC_Press Release_template.docx

Media Release TIPS, cont'd.

Use figures/quantifiable data whenever possible.

Foundation autonomy, mission, goals, and outcomes are important messages as you fundraise.

Consider capturing a photo of generous donors with students. Share the photo and a success story with ECGRA, local media, and via your foundation's and schools' intranets, websites, social media sites, and electronic and print newsletters.

Be specific about how you have used funds in the past. Use figures/quantifiable data whenever possible.

Boast the partnership and how ECGRA is supporting your foundation's specific organizational and fundraising goals.

Contact ECGRA PR and Brand Manager Amanda Burlingham for a customized quote for your PR materials.

Drive prospective donors to ECGRA.org or to your foundation's website or social media site for more information, including where to send gifts.

Always include your mission statement. Insert ECGRA's mission statement in either the body or at the bottom of Challenge-related print pieces.

ECGRA
ERIE COUNTY GAMING REVENUE AUTHORITY

SCHOOL DISTRICT FOUNDATION ENDOWMENT CHALLENGE

[INSERT SCHOOL DISTRICT FOUNDATION NAME]
[INSERT ADDRESS]
[INSERT SOCIAL MEDIA ADDRESS, e.g. Facebook/Erie County Gaming Revenue Authority]

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TC_Press Release_template.docx

Co-Branding in Social Media

BASIC FACEBOOK

Gain interest and excitement! Post on Facebook at a minimum of two times per week. Posts can vary in length and include pictures, links to websites and videos, and tags or mentions of people, places, and organizations. Tag ECGRA - Erie County Gaming Revenue Authority and we're happy to share your post, making it available to read by another 500 Facebook users! In order to tag ECGRA, you must first like our page and then, in the body of your post, begin typing @ECGRA-Erie County Gaming Revenue Authority. A drop-down menu will pop up and you can choose to insert ECGRA's name. Want to align yourself with other organizations? Tag them as well, post directly to their page, or message their page administrator and ask them to share your post. Need messaging tips or further training? See page 2.11.
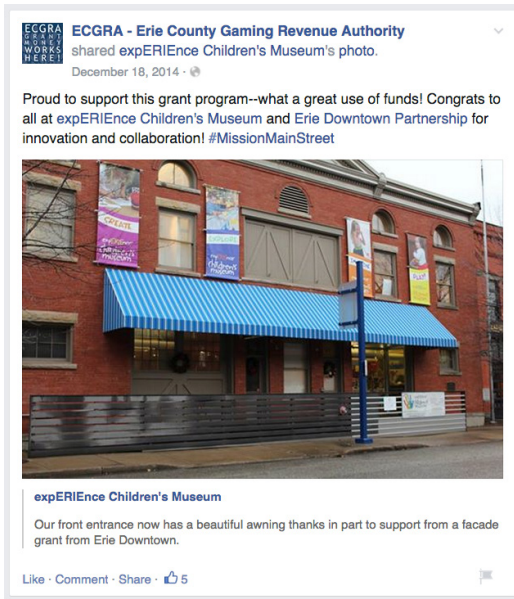
Don't forget to LIKE ECGRA on Facebook /ErieCountyGamingRevenueAuthority

A few school and education foundations to follow for tips on tweeting:
@LTSFoundation
@theschoolfounda
@foundationbcps
@gatesed
@NAFCareerAcads

BASIC TWITTER

Twitter is another social way to get your word out. If you are new to Twitter, simply create an account and start reading other users' tweets. You will be prompted to create a profile and customize your background. I recommend inserting your logo and foundation mission statement to start; you can return to further edit your profile later.

Get started by searching for Twitter users you find interesting (see list above for samples). You can search for users via Twitter; by googling a person's or organization's name with the words "on Twitter," e.g., "ECGRA on Twitter;" or by using a Twitter search engine, such as Tweepz.com. What kind of information are users sharing? What are users dialoguing about?

Next, practice composing a 140-character tweet, replying to a user's tweet (again, you have 140 characters), and favoriting and sharing (retweeting) tweets. By following organizations and people that matter to your industry, you'll have more content to share with your followers and more users will follow you. To follow, simply click the "Follow" button.

Three or more tweets per week will keep your followers engaged, keep tweets relevant, and help grow your follower base at a somewhat steady rate. ECGRA is proud to share your tweets—please mention ECGRA by tagging us as @ECGRA814 at the close of your tweets. See page 2.11 for messaging tips and training info.

MORE INFORMATION
There are ample social media platforms, search engines, and websites available to learn about and maximize your messaging and branding. Get started by searching phrases, such as "Twitter for Beginners 2015" or "Facebook 101" and visiting Nonprofit Tech for Good www.nptechforgood.com.

In Erie, Ben Franklin Technology Partners' eMarketing Learning Center offers training in a variety of web-based resources— please reach out to them for help as you navigate these and other ever-changing realms of PR, marketing, and branding.

Throughout 2015, you can receive 15% off eMarketing Learning Center events using code: ECGRA15.

View a schedule of events here: http://bit. ly/emlc2015Schedule. They've also created a downloadable Digital Marketing Kit ebook: http://bit.ly/1zFiyKr.

SOCIAL MEDIA MESSAGING:
When it comes to both Facebook and Twitter, it's important to recognize that posting/tweeting is not just for the purpose of fundraising. Social media should be used for raising awareness, establishing trust, branding your foundation as a worthwhile investment—and most importantly, to promote how deeply you care about the success of students and teachers. So please…boast your kids' and teachers' successes online! Share images and videos (with permission, of course). Tell stories about how funds are being or will be invested. Brag about how students and teachers will be forever changed through your foundation. And for good measure, throw in some quality information about your foundation, schools, and other like-minded organizations, e.g., best practices and news.

There is no hard and fast rule about what to post or tweet. Chances are, if it's exciting or valuable to you, someone else will agree and like, share, favorite, or retweet it. This can only lead to one thing… more donations.

ECGRA PR and Brand Manager Amanda Burlingham is happy answer your questions:
814-504-3037 or aburlingham1@neo.rr.com.