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Sample Marketing Messages for Community Foundations

Every community foundation is different.

So is each family that you're trying to reach with your marketing.

But there are some universal messages that speak to the unique value of community foundations in a language that connects with the goals and aspirations of families that want to make a difference in their communities.

We've collected a number of these key messages and offer them as a starting point to help your community foundation develop messaging that speaks to your program.

Key Messages for Families

Your messages to families will likely center on the value of giving as a family. That value is seen both in terms of what it means for family relationships and also for the difference it makes in its community.

Some sample messages might include:

- By leaving a legacy gift to your community, your family can make a difference for future generations and share the power and joy of living generously, together.
- Your family can make a lasting impact on your community by creating a legacy fund that supports the causes you care about.
- Inspire future generations of your family to live generously and make a difference even after you're gone.

- When you give as a family, you share your values, strengthen bonds, and create memories that span across generations.
- Bring your family closer by working together to improve the lives of your neighbors who need your help.
- When you create a fund for your children or family members, you help them discover the magic of giving and the importance of service and community.

Key Messages for About the Unique Value of Community Foundations

A community foundation is an excellent choice for building your family's legacy because it offers:

- **Local expertise** — Our professional staff understands the changing needs in our community and the nonprofits and other institutions that are best equipped to address these needs. When your family creates a fund at a community foundation, you know you will be working with experts who can help you achieve the greatest possible impact, now and in the future.
- **Personal service** — Our mission centers on helping donors achieve their philanthropic goals. That's why we'll work closely with your family at every step of the process. We'll partner with you to identify your family's goals, make informed choices about setting up your fund, and identify a long-term strategy for ensuring your philanthropy makes an impact.
- **Flexibility** — Our services aren't one-size-fits-all. We offer a variety of giving tools that can be customized to suit your family's needs and goals. You can use cash, stock, bonds, real estate, retirement funds, or other assets to create funds that provide one-time or sustained support to the causes you care about most.
- **Permanence** — When you work with a community foundation, your investments are combined with those of previous and future generations to address the community's current and future needs.

Contact information

Peter Panepento
Philanthropic Practice Leader
(202) 531-3886
peter@turn-two.co