



## CKCF-PROVIDED MARKETING PACKAGE

**AUDIENCE:** Potential Member of the BOD

### PURPOSE/MESSAGE

The goal is to make potential board members aware of the mission of the community foundation and spark interest in serving on your volunteer board of directors.

### AUDIENCE

Anyone you think might be interested in serving on your volunteer board of directors should receive a copy of the Recruitment Packet #1. Once they show interest, it would be appropriate to send them additional information in Recruitment Packet #2, either printed and placed in a folder or sent as PDF files through email. When assessing whether a community member might be a good fit, consider your current diversity and needs in various areas of expertise, including nonprofit, legal, finance and education, for example.

### TIMING

- **Recruitment Packet #1** would be mailed or emailed to a potential board member either immediately when you find someone who would be a good fit for your board or right around the time you begin recruiting for your board. We also encourage you to send your brochure along with this file as it will be a nice compliment to the more business-like nature of this promotional piece.
- **Recruitment Packet #2** items will be sent to you to give to your recruit prior to their orientation.
- **Online Orientation** will be scheduled various times throughout the year, beginning 2021. Your new board members will be invited to attend and will receive any remaining important information at that time. This will not be customizable or specific to your foundation, however, you are welcome to attend.

### MARKETING MATERIALS

- **Recruitment Packet #1:** This is a single promotional information sheet specific to your Foundation.
  - **Customizable:** Yes. This will be designed with your Foundation logo and colors. Please provide your mission, board of directors, list of funds or a listing of the types of funds you have with your Foundation and a narrative about your grant giving. In addition, please provide a photo for the sheet or one will be provided for you. We will allow a once-yearly update to this document.
  - This can be designed for printing on a home printer or a print shop. Please request either when you submit your items for customization.
- **Recruitment Packet #2:** This will include a series of loose documents and either be emailed to the board member or provided in the form of loose pages in a folder.
  - **Customizable:** Yes. All materials provided will be specific to your foundation or to the foundation system but will be in raw document format. CKCF will provide your documentation prior to orientation for you to pass along to your recruit. Your foundation will be responsible for providing the folder.
  - **Inclusions:** Affiliate Agreement with CKCF, Affiliate Policies and Procedures, Detailed Fund Listing, Compliance Document Link and the Prospective Director Profile Application Link. We will also include a link to the affiliate toolkit, CKCF Articles of Incorporation, Bylaws and other immediately important information.