

CKCF PATTERSON MATCH MESSAGING GUIDELINES

- When you initially reference your Foundation, please include 'an affiliate of Central Kansas Community Foundation' following your foundation's name. For example: Peabody Community Foundation, an affiliate of Central Kansas Community Foundation.
- Please utilize the Patterson Family Foundation name and/or logo when and where it is appropriate in your match messaging. To download the logo and for additional information visit:
<https://pattersonfamilyfoundation.org/press-room/>
- Your messaging should include information about the affiliate foundation funds that are included in the match. These could be included in places such as a letter, pledge form or an online donation form.
- Please also include details about where the foundation intends the match dollars from the Patterson Family Foundation to go. For example, if 50% of the matching dollars will benefit the XYZ operating fund and 50% will benefit the fund the donor contributed to...make sure to include that in your messaging.
- Ensure there is alignment with your messaging and with what your foundation outlined in the match application you submitted.

