



# Communication Policy

(Board Approved: 06/01/2023)

## **Objectives**

This document is designed to provide a communications framework that will allow the Allentown School District Foundation to meet the following objectives:

- Build community-wide awareness of the Foundation and its activities.
- Foster a positive reputation for the Foundation among key stakeholders.
- Position the Allentown School District Foundation as a premier non-profit institution in the Lehigh Valley.
- Promote the positive attributes of Allentown School District students by generating awareness of Foundation activities featuring students.
- Ensure that the Foundation employs a strategic approach to communications to enhance credibility and consistency, while protecting the integrity of the Foundation's reputation.
- Offer transparency in all ASDF's communications efforts.

## **Audiences**

Target audiences are:

- Past and current Foundation board members, donors, and supporters.
- Philanthropists (individual and corporate) in the Lehigh Valley.
- Allentown School District alumni and retirees.
- Allentown School District board members and employees.
- Allentown School District students, parents/guardians.
- Lehigh Valley residents, business owners and employees.
- Municipal and state officials.
- Major stakeholders in support of public education.

## **Key Messages**

Key messages for each communications activity and vehicle will need to be developed prior to distribution; however, the following messages may be integrated into communications whenever appropriate.

- The Allentown School District Foundation exists to encourage and promote its mission.
- Because of the activities of the Allentown School District Foundation, students are exposed to opportunities that expand their horizons. These experiences may otherwise be unavailable to students.
- The Allentown School District Foundation supports programs that enhance the school district curriculum.
- The Allentown School District Foundation is a premier non-profit institution in the Lehigh Valley, and the Foundation is an effective and responsible steward of philanthropic dollars.

- The Allentown School District Foundation supports the efforts of the ASD, and it is a separate, distinct 501(c)(3) organization.

### **Key Elements**

- Communications are consistently developed and disseminated.
- Freelance or paid writers, designers, and photographers need to be secured and managed. Plus, the ASD Communications Office provides support.
- A mechanism by which members of the Foundation Board of Directors (or others) can recommend activities, programs or individuals to be included in Foundation communications.
- Media Relations Protocol: The president and/or executive director are official spokespersons for the Foundation.
- The Foundation uses an official Allentown School District Foundation logo.
- A committee of community members with communications/public relations experience or an interest in educational excellence may provide advice to the Foundation on communications topics, advocate on behalf of the Foundation in the community and provide tactical communications support when appropriate.
- The Foundation uses a single phone number and e-mail address, and they are monitored consistently. They will be promoted on all communications vehicles.
- The Foundation bylaws require an annual report distributed to the community every year. It must contain audited financial data.
- The Foundation may develop consistent collateral materials to be used for general promotion, such as hand-out materials and brochures detailing the Foundation and opportunities to support Foundation activities.

### **Communications Platforms**

To effectively communicate key messages to core audiences, the Foundation implements several communication platforms/vehicles. Content may be integrated among these platforms to cross-promote the vehicles and mitigate resource constraints.

### **Social Media**

The Foundation hosts a Facebook page, LinkedIn, Twitter, YouTube account and may use various forms of social media to disseminate key/timely reminders, and stories about Foundation-sponsored activities.

### **Foundation Website**

The Foundation website will be built with an easy-to-use content management system (CMS) so the site can be easily (and quickly) updated by Foundation representatives. Note that the website should be updated regularly to ensure fresh content. Content elements on the Foundation website will include:

- Online donation capability.
- Feature stories/articles.
- Foundation information such as bylaws, policies and Foundation forms.
- Links to Facebook and Twitter.
- Event promotion.
- Official Board of Directors listing with meeting minutes.

## Media Relations

When the Foundation has content that is particularly relevant to the greater Lehigh Valley area, media relations will be used to spread the word. Based on the media relations protocols, activities will include:

- Basic press releases.
- Proactive pitching to appropriate outlets/reporters and relationship development.
- Submission of opinion pieces and letters to the editor by officers.
- Fielding and responding to media inquiries and requests.
- Calendar listings (print and web).

## E-Communications/E-Newsletter

The Foundation may develop an e-newsletter, distributed to all Foundation stakeholders. The e-newsletter will be managed, designed, distributed and tracked using a web-based service. Content for a periodic e-newsletter may include:

- Important Foundation news and updates (new board members, etc.).
- Stories on funded programs.
- Feature stories on interesting students who have benefitted from or supported Foundation activities or other individuals who have supported Foundation activities.
- Links to media articles about the Foundation.
- Event information, promotion and details.
- Photo galleries of programs or events.
- Calls to action (sponsorship opportunities, volunteer opportunities).
- Reminders of previously communicated issues.

## Speakers Bureau

To spread the word about the work being done by the Foundation, a Speakers Bureau may be developed. Foundation BOD members and friends may be made available to institutions (i.e., business groups, social service groups, etc.) in the greater Allentown area to promote the value of the Foundation. A Foundation overview presentation, approved talking points and other collateral materials will be developed to support this effort.

## **Limitations:**

The unauthorized transmission of confidential ASDF information, regardless of whether an ASDF employee makes use of Foundation networks or Foundation-provided equipment, is strictly prohibited. Such ASDF confidential information may include the names and personal demographic or giving history of Foundation supporters; and photos, copy, film, interviews, artwork or audio/video of ASD students with a current Student Photo Refusal Form on file with the ASD.

ASDF Board Members, Emeritus Board Members, and employees shall not engage in communications that negatively portray the Foundation, and any such communications may be brought to the attention of the ASDF president or executive director.

Approval TBD