



Promoting your membership in Alaska Community Share

As a member of Alaska Community Share, your Member Agency has a number of opportunities to publicly promote the campaign and proudly advertise your membership in the Share family. Publicly identifying your organization as a member of Alaska Community Share will help raise awareness about the annual workplace campaign, resulting in more dollars pledged in the campaign and more dollars distributed to member organizations.

Member Agencies are asked to follow these guidelines:

1. **Publications** - Member organizations should include the “Member of Alaska Community Share” logo in newsletters, brochures, annual reports, letterhead, fax cover sheets, press releases, etc. Electronic versions of this logo are available by contacting AkCS at akcomshare@ak.org .

Example: The Trustees for Alaska included a line in their recent Fund Director recruitment about “knowledge of Alaska Community Share workplace giving is desirable.”

2. **Events** - Member organizations should make Alaska Community Share literature available at public events that they attend, sponsor, or host.
3. **Media Contact** - In interviews, media releases, and news stories, member organizations should identify themselves as members of Alaska Community Share. Answering questions about a member organization’s funding should also include an additional mention of Alaska Community Share.
4. **Web Site** - Member organizations should prominently display the “Member of Alaska Community Share” logo on their web sites and provide a link to www.alaskacommunityshare.org
5. **Signage** - All member organizations are provided with a “We Support Alaska Community Share” sign to be displayed in their offices. Signs should be displayed in the most public location and can be hung on a wall or displayed on a table top.