

## Federation/Member Charity 25-Word Description

**Approved descriptions** (listed in 2017 Resource Guide) are provided to you in an Excel spreadsheet. These descriptions were reviewed and edited in 2017 to meet the guidelines below. You are encouraged to use these descriptions unless the emphasis of the charity has changed.

### **Instructions:**

The 25-word description is one of the main tools used by donors when searching the resource guide and the website. We encourage you to be concise and clear as to the services you provide. The website search engine will use your agency name and the 25-word description when searching the resource guide for charity information.

### **The descriptions should:**

- Be 25 words or less.
- Include a succinct explanation of what health and human services the organization provides and/or who the organization serves.
- Not start with the organizations name.
- Be written in complete sentences with subjects and verbs.
- Exclude slang and industry jargon.
- Be written in the third person (i.e. no use of "we" or "you").
- Contain correct spelling.
- Avoid using numbers at the beginning of the description. For example, 99 percent of workplace contributions etc.
- Avoid acronyms that are not defined or include the acronym in the organization's title.
- Not include special design text used to draw attention to a federation or member organization's title, such as special fonts, capitalization, quotations and underlining.

### **Approved description:**

#### **Alphabet Soup Charities**

Helps residents grow food, improve healthcare, strengthen communities, end conflict, build livelihoods and recover from disasters.

### **Poorly written description:**

#### **Alphabet Soup Charities**

Alphabet Soup Charities (ASC) helps residents and the community grow food and improve healthcare, and strengthen communities and end conflict, build livelihoods and recover from disasters. Also works with neighborhood children through a summer program.

Descriptions will be reviewed and edited by the Combined Charitable Campaign staff to conform with the guidelines above, if needed.