

Celebrating #ChesCoCF25

2019 marks the 25th anniversary of the Chester County Community Foundation. Since its inception in 1994, the Chester County Community Foundation has focused on long-term legacy philanthropy, so that charitable assets are available to help nonprofits thrive in challenging, as well as prosperous economic times. Now with nearly \$40 million awarded via 9,200 grants and scholarships, we are preparing to mark 25 years of growth and accomplishments.

This is a milestone so large that our celebration will last all year.

Throughout 2018, our 25th Planning Anniversary Committee with the help of our Jordan Award Winners have lead a campaign to celebrate 25 years of success starting with awarding key nonprofits with \$2,500 grants to help them continue to enhance our community.

Part of the campaign involves highlighting the Chester County Community Foundation on social media. This toolkit should provide guidance, hashtags, talking points, and other resources that individuals and organizations can use throughout 2019.

Organizations to Follow

Follow these organizations/agencies on social media to stay in the loop:

- Chester County Community Foundation (Facebook: <https://www.facebook.com/ChesCoCF/>; Twitter: <https://twitter.com/ChesCoCF>; Instagram: <https://www.instagram.com/chescocommunityfoundation>)
- Chester County Hospital (Facebook: <https://www.facebook.com/chestercountyhospital/>; Twitter: <https://twitter.com/cchosp>; Instagram: <https://www.instagram.com/cchosp>)
- Chester County Food Bank (Facebook: <https://www.facebook.com/CCFoodBank/>; Twitter: <https://twitter.com/ccfoodbank>; Instagram: <https://www.instagram.com/chestercountyfoodbank/>)
- Colonial Theatre (Facebook: <https://www.facebook.com/thecolonialtheatre/>; Twitter: <https://twitter.com/colonialtheatre>; Instagram: <https://www.instagram.com/thecolonialtheatre>)
- West Chester University: (Facebook: <https://www.facebook.com/WCUPA/>; Twitter: <https://twitter.com/WCUofPA>; Instagram: <https://www.instagram.com/wcuofpa>)
- Stroud Water Research Center (Facebook: <https://www.facebook.com/StroudCenter/>; Twitter: <https://twitter.com/StroudCenter>; Instagram: <https://www.instagram.com/stroudcenter>)
- YMCA Greater Brandywine (Facebook: <https://www.facebook.com/YMCAofGreaterBrandywine/>; Twitter: https://twitter.com/ymca_gbw Instagram: <https://www.instagram.com/ymcagbw>)
- Anson B. Nixon Park (Facebook: <https://www.facebook.com/AnsonBNixonPark/>; Twitter: <https://www.instagram.com/ansonbnixonpark/>)
- Kerr Memorial Park (Facebook: <https://www.facebook.com/Kerr-Memorial-Park-Fund-Kerr-Park-Downingtown-PA-203510616342491/>;
- La Comunidad Hispana, Kennett Square (Facebook: <https://www.facebook.com/LaComunidadHispana.LifeChangesHere/>; Twitter: <https://twitter.com/lacomunidadhisp>; Instagram: <https://www.instagram.com/lch.lacomunidadhispana/>)

- Wharton Esherick Museum, Malvern (Facebook: <https://www.facebook.com/WhartonEsherickMuseum/>; Twitter: <https://twitter.com/wesherickmuseum>; Instagram: <https://www.instagram.com/wesherickmuseum/>)
- Community Volunteers in Medicine, West Chester (Facebook: <https://www.facebook.com/CommunityVolunteersinMedicine/>; Twitter: <https://twitter.com/cvimwestchester>; Instagram: <https://www.instagram.com/communityvolunteersinmedicine/>)
- Kennett Symphony, Kennett Square (Facebook: <https://www.facebook.com/KennettSymphony/>; Twitter: <https://twitter.com/kennettsymphony/>; Instagram: <https://www.instagram.com/kennettsymphony/>)

Hashtags

There are two hashtags for the campaign: **#ChesCoCF** and **#ChesCoCF25**

#ChesCoCF25 will be used exclusively in 2019 to identify posts about the Chester County Community Foundation, while **#ChesCoCF** will be used in 2019 and beyond for Chester County Community Foundation-related posts.

Logo

This is the special logo for the 25th Anniversary.

[Download PNG](#)

[Download JPG](#)



Fact Sheets & Talking Points

[Click here](#) for fact sheets and talking points about the benefits of the Chester County Community Foundation.

Annual Reports

[Click here](#) for annual reports.

Sample Posts

Organizations will be posting about the Chester County Community Foundation throughout 2019, ideally at least once or twice a month. Organizations can use the materials and resources listed here. There may be some milestone days (e.g., October 21, 2019, the 25th Annual Meeting) when organizations are encouraged to post. Those dates will be added here when they become available.

Below are some ideas for posts. **Keep in mind that they are merely samples/suggestions;** organizations should feel free to highlight the Chester County Community Foundation in whatever ways make sense for them.

Tag us whenever possible: Facebook: <https://www.facebook.com/ChesCoCF/>; Twitter: <https://twitter.com/ChesCoCF>; Instagram: <https://www.instagram.com/chescocommunityfoundation>)

Educate the Public

Did you know that since 1994 the #ChesCoCF has awarded nearly \$40 million via 9,200 grants and scholarships? #chescocf25

Get to know the #ChesCoCF ... they connect people who care with the causes that matter, so their #philanthropy makes a difference now and forever. #chescocf25

#ChesCoCF awarded \$2.5 million in grants and scholarships in FY 2018 #chescocf25 #grants #nonprofits #education #scholarship

*#ChesCoCF welcomed **31 new funds**, bringing the total number of funds to **370** in FY 2018 #chescocf25 #philanthropy*

#ChesCoCF is celebrating 12 area nonprofit community gems in 2019 including (insert name of your organization). To get involved, we encourage YOU to attend CCCF sponsored monthly programs, including volunteer opportunities, lectures, site visits, and events at each location. Visit: <https://chescocf.org/?p=10729> to stay up to date! #chescocf25 #philanthropy

#ChesCoCF is proud to spotlight 25 Portraits of Philanthropy showcasing individuals and families from our community who have made gifts, generosity, and philanthropy their mission. Visit: <https://chescocf.org/?p=10691> to get #inspired by their stories #chescocf25

Ted Talks are a way to reignite passion and #inspire #philanthropy. #Chescocf will be hosting ted talks in April and November throughout Chester County. Please visit <https://chescocf.org/?p=10830> to learn more #chescocf25

Highlight Success

Five years ago, a #ChesCoCF grant helped _____ . Now thousands of people visit each year to walk, picnic, and watch wildlife. #ChesCoCF25 [photo of people enjoying preserve]

This park was outdated and unsafe. A #ChesCoCF grant provided the money needed for repairs and updates, ensuring that it's a safe place for kids in @SampleTown. #ChesCoCF25 [before and after photos of park]

For more information

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