

Marketing Guidelines

Economic Mobility Action Network - Intermediate / Advanced Cohort

Community foundations and partners participating in CFLeads' Economic Mobility Action Network (EMAN) should use the following templates for sharing about the program internally and externally. Therefore, communications do not need to be submitted to CFLeads for approval. However, please contact Kellie Alexander, kalexander@cflleads.org with any questions.

Community foundations that receive funds through EMAN are not permitted to use the Gates Foundation name in a manner that creates the impression that they are direct recipients of Gates Foundation funds. Community Foundations may state that they are receiving funds directly from CFLeads.

EMAN Sample Marketing and Social Media Copy

Intermediate / Advanced Cohort

Suggested newsletter copy:

We're pleased to announce that [\[COMMUNITY FOUNDATION / PARTNER\]](#) has completed [CFLeads' Economic Mobility Action Network \(EMAN\)](#) as part of the [\[INTERMEDIATE / ADVANCED\]](#) Cohort!

EMAN is designed to help community foundations from across the country develop and refine an economic mobility agenda with a racial equity lens in their communities. Participating community foundations also received a capacity-building grant from CFLeads to support their foundation's work. Through year-long participation in EMAN, [\[COMMUNITY FOUNDATION / PARTNER\]](#) expanded our use of CFLeads' [five community leadership competencies](#), engaged in peer learning for problem-solving and collaborative action, and developed an Economic Mobility Action Plan.

Please join us in congratulating [\[NAME\(S\) STAFF, BOARD, PARTNER\]](#) on this exciting next step in their economic mobility journey! (OR) We are thrilled to have joined CFLeads in this action network and look forward to continuing our economic mobility work! Our team was represented by [\[NAME\(S\) STAFF, BOARD, PARTNER\]](#).

Suggested social copy:

We're pleased to announce that [COMMUNITY FOUNDATION / PARTNER] has completed @CFLeads Economic Mobility Action Network (EMAN) 2024-2025 [INTERMEDIATE / ADVANCED] cohort! As an EMAN participant, [COMMUNITY FOUNDATION / PARTNER] expanded our use of #communityleadership practices, engaged in peer learning for problem-solving and collaborative action, and developed an Economic Mobility Action Plan.

Please join us in congratulating [NAME(S) STAFF, BOARD, PARTNER] on this exciting next step in their economic mobility journey! (OR) We are thrilled to have joined CFLeads in this action network and look forward to continuing our economic mobility work! Our team was represented by [NAME(S) STAFF, BOARD, PARTNER].