

Publicity

The following communication vehicles take place on an ongoing basis.

Meetings/Events/Presentations: BCCF provides a number of presentations on an annual basis where information regarding community project funds are available. Please keep a BCCF presentation in mind when planning events for your organization or other associations to which you may belong.

Annual Report/Annual Meeting: All community project funds may be listed in BCCF's Annual Report. Occasionally, we will include featured pieces on individual funds, whether they are new or established. We publish our Annual Report every year in time for our Annual Meeting, typically in August. Copies of the report are mailed to approximately 6,000 people comprising our regular mailing list. The BCCF Annual Meeting takes place in August of each year with an average attendance of 350 individuals. This event serves as an annual opportunity to showcase the philanthropic accomplishments of the Community Foundation and to provide appreciation to the generous donors who make BCCF grantmaking a reality.

Annual year-end correspondence: This letter, typically sent in late November of each year, reaches approximately 3,000 members of our donor community. Opportunities are usually given for donors to designate their donation to a specific fund. Donors are directed to the BCCF Website (www.bccfoundation.org) for a listing of funds held within BCCF.

Website: Use of the BCCF Website as a communication vehicle continues to expand. Online giving is available through the BCCF website at www.bccfoundation.org. The site continues to be upgraded and expanded as a viable communication vehicle for the Community Foundation.

Facebook: Use of the BCCF Facebook page is quickly becoming one of the quickest ways to reach people in the Battle Creek area and is located at facebook.com/bccfound.

BCCF Monitor: When the Community Foundation moved to the new location on 32 W. Michigan, a welcome monitor was installed that enables BCCF to display ongoing events in the community.

General Awareness: The Community Foundation continues to be involved in a number of state, regional, countywide and Battle Creek focused efforts that are designed to create an awareness and level of trust in the Battle Creek Community Foundation and the community foundation business in general. For a more detailed report on the annual activities in a given year, please contact the Community Foundation staff.