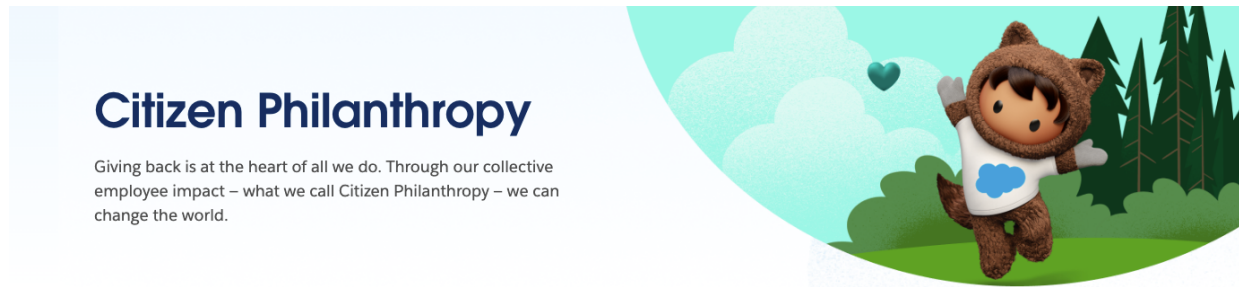# Citizen Philanthropy Templates

> For detailed guidelines, please refer to the *Internal Comms Slack Playbook*.

There are two truths in life: People are busy. People won't read a lot of text.

Here's a brief summary of tips to keep in mind when crafting a Slack post announcement that people will read *and* remember.

Top Slack Post Writing Tips

1. Keep it concise and avoid jargon. Recommendation: 300 words or less.

2. Make it stand out by formatting with bold, bullets, italics, and emojis.

3. Find the right channel. Always consider how relevant it is to the audience.

4. Focus on impact by tying it back to CP's top priorities.

- Education and Workforce Development
- Climate and Community Resilience

For full Citizen Philanthropy Slack Guide here.
For day-to-day tips when working in Slack, visit sfdc.co/Slack.

Citizen Philanthropy Template Types

GRANT WINNER ANNOUNCEMENT | **PROGRAM/CAMPAIGN HIGHLIGHTS** | **EVENT PROMOTION** | **EVENT RECAP**

GRANT WINNER ANNOUNCEMENT TEMPLATE

:tada: Congratulations to FY23's Volunteering Impact Award Winners! :citizenphilanthropy:

We're proud to recognize 10 of our most impactful employees for their dedication to creating positive change in education and workforce development! To honor them, we've awarded each of the 10 organizations they volunteer with $20,000 (USD) in unrestricted funds!

Meet FY [year] Volunteer Impact Awards:

1. Organization Name for Salesforce Employee, Name
2. Organization Name for Salesforce Employee, Name
3. Organization Name for Salesforce Employee, Name
4. Organization Name for Salesforce Employee, Name
5. Organization Name for Salesforce Employee, Name
6. Organization Name for Salesforce Employee, Name
7. Organization Name for Salesforce Employee, Name
8. Organization Name for Salesforce Employee, Name
9. Organization Name for Salesforce Employee, Name
10. Organization Name for Salesforce Employee, Name

:citizenphilanthropy: Read more about their stories on Inside Salesforce.

Thank you to the 100+ passionate employees who submitted applications! :clap: We're so proud of the work you're doing to champion education and workforce development across the :earth_spin: ! Let's keep the good going!

Slack Example:
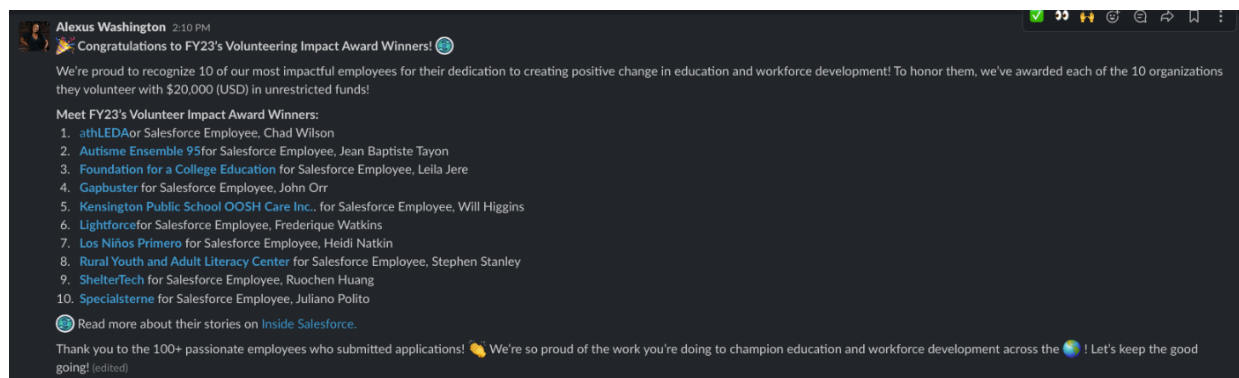
Why This Works:
✅ Concise and avoids jargon - Under 300 words
✅ Uses emojis, bold text for headings, and bullets to break up walls of text.
✅ Focuses on impact: Education and Workforce Development

CAMPAIGN HIGHLIGHT TEMPLATE

Thanks for helping us [accomplishment/campaign tagline]!

As we wrap up our [campaign], we're celebrating the commitment and generosity of [#] passionate employee volunteers around the world! Thank you for helping us create meaningful change through/by [action(s) taken].

Together, we accomplished:

- HIGHLIGHT ONE HERE
- HIGHLIGHT TWO HERE
- HIGHLIGHT THREE HERE

Discover more ways you can get involved in [campaign type] campaigns like [campaign name] on Inside Salesforce.
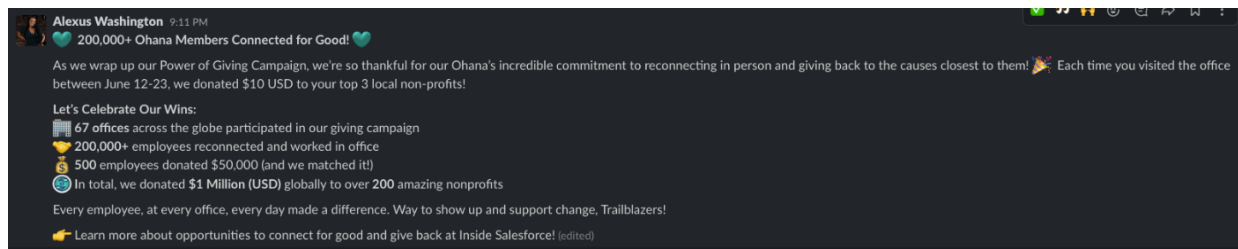
Slack Example:

<u>**Why This Works:**</u>
✅ Concise and avoids jargon - Under 300 words
✅ Uses emojis, bold text for headings, and bullets to break up walls of text.
✅ Focuses on impact: Education and Workforce Development

EVENT PROMOTION TEMPLATE

Headline: Volunteer [action you'd like them to take or impact you'd them to make]!

Save the date and join us for [initiative/VTO opportunity name]! This [key focus] initiative helps or seeks to [explain impact] through [actions/efforts taken].

Event Name
📅 Date(s):
:location: **Location(s):**
:oceo-icon-clock: T**ime Commitment:**
:handshake: Help Needed: [explain what role they will play in this volunteer opportunity]
:citizenphilanthropy: Sign up at [volunteerforce link]

Learn about more ways to get involved on Inside Salesforce.

Note: An alternative headline could be the tagline used for the campaign or event. i.e. "*Give Back by Connecting for Good*"

Slack Example:
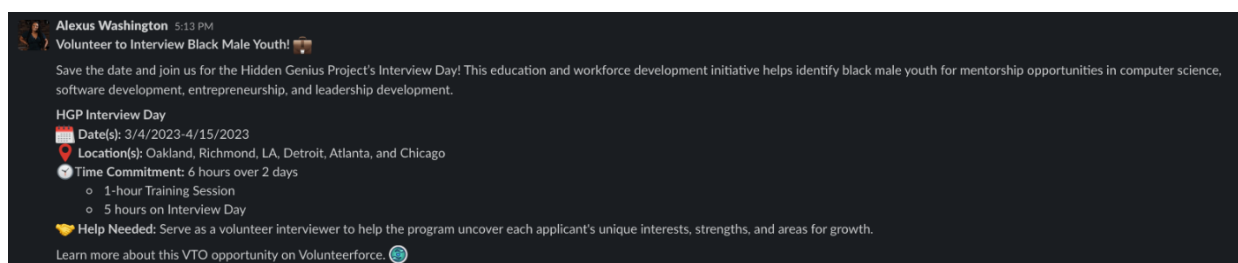
<u>**Why This Works:**</u>
✅ Concise and avoids jargon - Under 300 words
✅ Uses emojis, bold text for headings, and bullets to break up walls of text.
✅ Focuses on impact: Education and Workforce Development

EVENT RECAP TEMPLATE

Headline: [impact] with [name of event]

Thank you to everyone who [action taken] during our [name of event]. This initiative helped to [tie back into strategic initiatives/impact]

With your collective support:
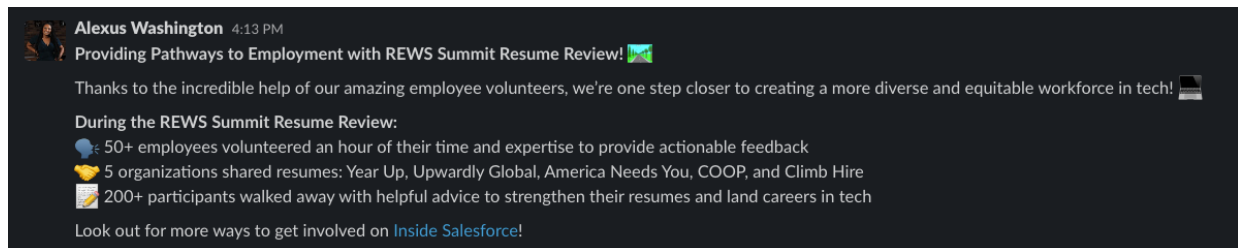[Highlight 1 -try to quantify impact]
[Highlight 2 -try to quantify impact]
[Highlight 3 -try to quantify impact]

: citizenphilanthropy: Visit Inside Salesforce for more ways to get involved.
Alternate: Read more about this event on Inside Salesforce.

Slack Example:

Why This Works:
✅ Concise and avoids jargon - Under 300 words
✅ Uses emojis, bold text for headings, and/or bullets to break up walls of text.
✅ Focuses on impact: Workforce Development