Aid for Africa Member Organization “To Do” List

Aid for Africa offers its members the opportunity to participate in a range of activities including attending member meetings, establishing partnerships with other members, and taking part in special initiatives. It also asks members to build awareness of the alliance, its initiatives, and the work of its members. Specific “to dos” include:

1. Post the Aid for Africa “member button” on your website. Aid for Africa’s membership button connects our members and extends the brand to those interested in development in Africa. There are two versions of this button. The first (larger) version should be posted in the body of pages on your website, such as your home, donate, and partner pages. The smaller version is designed to be used in the header or footer of a page. The buttons are available at http://www.aidforafrica.org/member-buttons. We ask that you not change the coding and to copy it as written. Once posted, the button should link to Aid for Africa’s home page.

Some members also post text with the button. If you would like to include text with the button on your website, please use the following:

“Your organization’s name” is a participating member of Aid for Africa, a unique partnership of nonprofit organizations serving families and communities throughout Africa.

Aid for Africa logo: Under some circumstances, Aid for Africa grants permission to member organizations to post its logo on their website. Requests should be made to Barbara Rose at brose@aidforafrica.org.

2. Engage with Aid for Africa through social media, including Facebook, Twitter, blog, Pinterest, Instagram and YouTube. Aid for Africa publishes stories about Africa and the work of our members through our blog and social media. Members are expected to engage in promoting these posts to spread the word. In addition:

- “Like” Aid for Africa on Facebook and introduce Aid for Africa to your followers: www.facebook.com/aidforafrica.
- Follow Aid for Africa on Twitter and retweet: http://twitter.com/aidforafrica
- Subscribe to the Aid for Africa blog and comment: http://www.aidforafrica.org/blog
- Watch videos and leave comments on the Aid for Africa YouTube page: www.youtube.com/aidforafrica

Aid for Africa follows and engages with our members through social media.

3. Send Aid for Africa your newsletters, updates, and other information. Please add info@aidforafrica.org and brett@aidforafrica.org to your email newsletter address lists. Please keep us informed of new initiatives and activities so that we can include them in our social media updates.

4. In the Media. If your organization is cited in the news media, please let us know! All news stories are posted on Aid for Africa’s In the Media page: http://www.aidforafrica.org/news.

5. Post your CFC number on your website and use it in your publications. Let your donors know that you participate in the Combined Federal Campaign by posting your permanent CFC number on your website, brochures, and annual reports. Announce your participation in CFC through your newsletters and ask your supporters to spread the word.

6. During the annual CFC period, post the CFC logo along with your CFC number. From September to January each year, download the CFC logo to be used with your CFC number. This will help draw attention to your CFC participation. Some members post the logo year-round as well. Two versions of this logo are below. The second one incorporates “Approved Charity” into the design, which you might prefer to use. Versions of these logos in black and white, blue and red are available on the CFC website at: http://www.opm.gov/combined-federal-campaign/reference-materials/logos/cfclogo/Logo/Download.aspx. The user name for access is aidforafrica and the password is Africa531!