



FOUNDING

forward

A Future Rooted in Liberty

Uniting Freedoms Foundation at Valley Forge
& The Union League Legacy Foundation

Chapter Toolkit Outline

Presented by Slice Communications | February 2024



- PRIVATE AND CONFIDENTIAL -

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Background

Why We Merged

The uniting of our two organizations will make us more effective at a time when our shared goals are so important to our country's future. We both have:

- A belief in the importance of the foundation upon which our society and country stand.
- A mission to educate future generations of leaders on that foundation, and their responsibility to carry it forward.

Together, we will continue this belief and this mission with more resources, greater reach, and a bigger impact.

Why The Name

Founding Forward conveys that:

- We cherish our country's founding and we are forward looking.
- We are carrying the founding vision forward to generations of future leaders.
- We are rooted in liberty.

Founding Forward also recognizes that the founding of our country – the creation of “a more perfect Union” and “the new birth of Freedom” – is ongoing.

Vision

Guided by
the enduring
principles of
Life, Liberty,
and the pursuit
of Happiness

Founding Forward aspires to educate, inspire, encourage dialogue and defend self-government.

We provide immersive non-partisan civic and American history education for students and teachers around the country.

We encourage individuals to appreciate and protect the rights and responsibilities afforded by our unique system of government.

We create platforms for respectful dialogue that facilitates understanding.

We stand unwavering in our commitment to our democratic republic, the rule of law, and the protection of our constitutional rights.

Purpose

We equip an informed and engaged citizenry with education about the principles, rights, and responsibilities enshrined in the Declaration of Independence and Constitution of the United States, empowering individuals to engage in and uphold our system of self-government.

Timeline

Communications Updates

February 12, 2024

Start:

- Referencing talking points when speaking with teachers and students
- Using the updated letterhead template for any memos, outreach to the press, etc.
- Using the updated email header in e-newsletters
- Ordering new collateral to distribute to your community, like pins, pens, and tshirts

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This is an ongoing process! There is room for grace and flexibility!

Online Updates

February 13, 2024

July 2024

October 2024

January 2025

Social Media updates

Change handles to
“Founding Forward
Chapter Name [formerly
Freedoms Foundation]”

Upload new profile
logos

Paste in new profile bios

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Social Media updates

Remove “[formerly Freedoms Foundation]” from the handles

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Paste in new profile bios

Social Media updates

Keep up with regular posting; no major changes for Chapters

Social Media updates

Remove “[formerly Freedoms Foundation]” from the handles

Social Media updates

Consider other social media platforms based on your chapter participation

Materials

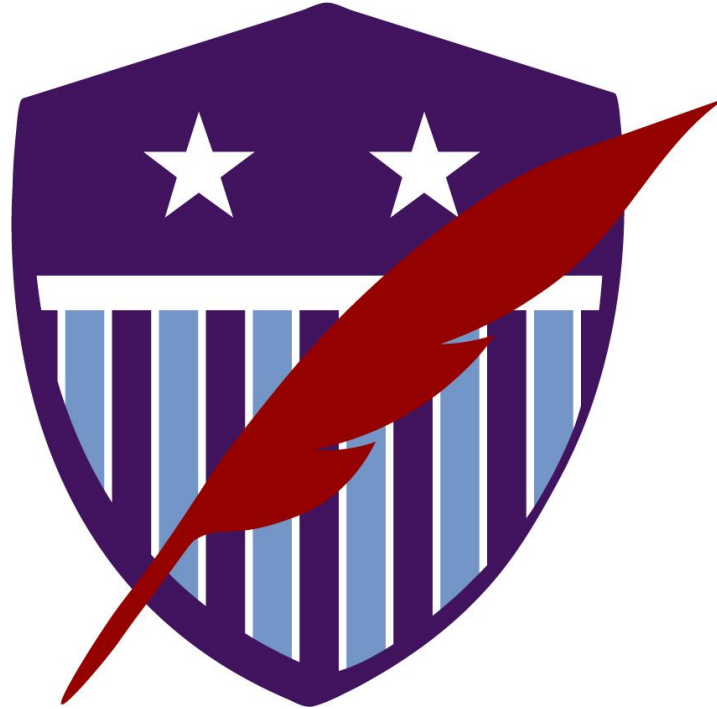
New Logos

FOUNDING

forward

REGIONAL CHAPTER NAME

New Brandmark



New Letterhead

[Download here](#)

Note: You can update this template in Microsoft Word or Google Docs to use for thank you notes, internal memos, press releases, etc.

This template works with Open Sans font.



Month ##, Year

Recipient Name

Street Address
City, State Zip Code

Dear [Recipient]

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

New Email Marketing Header

[Download here](#)

Note: If you send any designed email newsletters, you can use this header; for all regular/text-only emails, you can update your signature with the new organization name



New Social Media Profile Image

You can keep your existing
Header Images

*Sarah and Carolyn will be
updating these for your
service clubs*



New Social Media Bios

Facebook Intro* <i>101 character limit</i>	Instagram <i>150 character limit</i>	Twitter/X <i>160 character limit</i>
Freedoms Foundation is now Founding Forward, leading the way in immersive civic education programs.	Founding Forward (formerly Freedoms Foundation), continues to provide civic education programs for students & graduate programs for teachers.	Freedoms Foundation is now Founding Forward, continuing to provide immersive multi-day civic education programs for students & graduate programs for teachers.

* Slice will be providing updated “About” copy for the Freedoms Foundation main Facebook page, which Chapters may also use.

New Social Media Bios

LinkedIn

3000 character limit

The Freedoms Foundation is now Founding Forward, a national, a nonprofit 501(c)3 civic education organization uniting the Freedoms Foundation at Valley Forge and the Union League Legacy Foundation. As Founding Forward, we will continue our efforts to provide stimulating, immersive educational experiences for students and teachers, inspiring them to discover the spirit and philosophy of our nation's founding charters and ideals, embrace the rights and responsibilities of citizenship, and preserve and advance our freedoms.

Founding Forward joins two organizations that share a belief in the importance of the foundation upon which our country and society stand, and a common mission to educate future generations on that foundation, and their duty to carry it forward. Freedom Foundation's national and chapter educational programs, scholarships, awards, and other activities are ongoing within Founding Forward, but with more resources, greater reach, and a bigger impact.

New Social Media Bios

YouTube

1000 character limit

The Freedoms Foundation is now Founding Forward, a union of the Freedoms Foundation at Valley Forge and the Union League Legacy Foundation. Founding Forward joins two organizations that share a belief in the importance of the foundation upon which our country and society stand, and a common mission to educate future generations on that foundation, and their duty to carry it forward. We continue our work to promote responsible citizenship as part of an organization with more reach, greater resources, and a bigger impact.

Style Guide

[Download here](#)

Note: Use these guidelines to inspire and guide any communications or designs that will express our brand and its architecture.

Introduction		Our Logo		Composition	
Why We Merged	04	Master Logo Rules	15	Graphic Crops	25
Why The Name	05	Logo Overview	16	Wordmark & Shield	26
		The Shield	17		
Our Strategy		Shield Overview	18	Typography	
Our Vision	07	Logo with Tagline	19	Our Typeface	29
Our Purpose	08	Shield with Tagline	20	Type Hierarchy	30
The Big Why	09	Incorrect Use	21	Fallback Typeface	31
Brand Strategy	10				
Tagline	11	Color		Brand in Use	
Our Commitments	12	Primary Palette	23	Stationery	33
Tone of Voice	13			Products	36
				Digital	39

Talking Points for Your Community

Core Messages

- Freedoms Foundation at Valley Forge and Union League Legacy Foundation have joined forces to form Founding Forward, a new, national nonprofit to carry on our work with more resources, greater reach and a bigger impact. This will also ensure that our work will continue for generations to come.
- There will be no change in any of our chapters, programs, scholarships, awards, historic assets, or other activities.
- Freedoms Foundation at Valley Forge and Union League Legacy Foundation share the same goals and have complementary programs. At a time when our work is more important than ever, it made sense to join forces so that we can have an even bigger impact.
- While we have completed the merger, you will continue to see the Freedoms Foundation at Valley Forge name for several months. This will give people time to get used to our new name and see that our work is not changing.

Talking Points for Your Community

Supporting Messages

- Both Freedoms Foundation at Valley Forge and the Union League Legacy Foundation are represented on the Founding Forward board and leadership team.
- The expertise, experience, and effort of every staff member and each of our volunteers will be just as important in Founding Forward.
- Founding Forward will ensure the continued stewardship of both organizations' buildings, historic sites, collections, and other assets.

Talking Points for Your Community

FAQs

- **What is Founding Forward?**
- Founding Forward is a 501(c)3 national nonprofit civic education organization educating and empowering individuals to participate in and uphold our system of self-government. Founding Forward unites Freedoms Foundation at Valley Forge and the Union League Legacy Foundation.
- **Why did your organizations merge?**
- Now, more than ever, we need a citizenry educated to uphold our system of self-government. By joining together, we will continue our work with more resources, greater reach, and a bigger impact.

Talking Points for Your Community

FAQs [continued]

- **What does *Founding Forward* do?**
- Founding Forward carries on the work of both the Freedoms Foundation at Valley Forge and the Union League Legacy Foundation. As such, Founding Forward fosters an immersive civic education experience for students, teachers, and citizens through an array of in-person programs, historic resources and collections, scholarships, awards, speaker programs, and other unique learning opportunities.
- **What will happen to _____ <program(s)>?**
- All of our work will continue unchanged within Founding Forward – except with more resources.

Talking Points for Your Community

FAQs [continued]

- **What will happen to _____ <asset, collection, historic property>?**
- Founding Forward will ensure the continued stewardship of both organizations' buildings, historic sites, collections, and other assets.

- **What will happen to the money I donated?**
- Your donation will continue to support our work.

Ordering Materials

Note: If you are ordering materials with the new branding, please share them with Sarah and Carolyn to review before ordering.



Questions?