





Beneath the canopy
AI-assisted editorial plate — not a Foundation property

PLATE — BOTANICAL STUDY

BOTANICAL PLATE
Engraving tradition · educational ornament

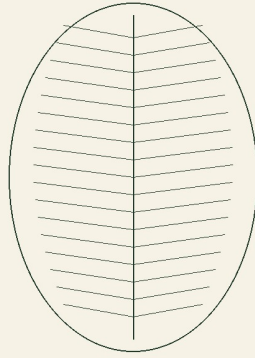


Plate · Living form study
Line engraving aesthetic · brand mark only

Plate — Botanical study

AI-assisted editorial plate or brand diagram · not a Foundation property photograph · CommUNITY Land Foundation

FIGURE — ARCHITECTURE OF FLOURISHING



Healthy societies emerge from healthy relationships

Showstopper vector figure · brand palette · print-safe

Figure — Architecture of flourishing

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COMMUNICATIONS & PUBLICATIONS MANUAL

Standards for Public Voice, Media, Storytelling, and Institutional Trust

Purpose

Every public message shapes trust.

This manual governs the Foundation's website, reports, newsletters, social media, press releases, photography, public statements, fundraising materials, and educational publications.

Communication should clarify the mission, document real work, and invite responsible participation.

Communications Philosophy

The Foundation communicates to:

- Inform
- Educate
- Document
- Build trust
- Invite stewardship
- Preserve institutional memory

Communication should never exaggerate achievement or create urgency without justification.

Public Voice

The Foundation's voice is:

- Calm
- Clear
- Hopeful
- Accurate
- Respectful
- Evidence-based
- Forward-looking

Avoid

- Hype
- Fear-based messaging
- Political slogans
- Unsupported claims
- Artificial urgency
- Corporate jargon

Core Messages

Public communication should consistently reinforce:

- The Future Is Cultivated.
- Life flourishes where the conditions for flourishing are cultivated.
- Stewardship is responsibility carried across generations.
- Healthy land supports healthy communities.
- Every person can become a steward.

Accuracy Standard

Before publication, verify:

- Names
- Dates
- Locations
- Acreage
- Financial figures
- Scientific claims
- Project status
- Partner approval
- Image permissions

Unverified information should never be presented as fact.

Organizational Status

Until the Foundation acquires property or completes projects, communications must clearly distinguish between:

- Current activities
- Founding intentions
- Future plans
- Proposed programs
- Confirmed partnerships

Never imply ownership, completed restoration, measurable impact, or formal partnerships before they exist.

Website Structure

The future website should include:

- Home
- Mission
- Stewardship Philosophy
- About the Foundation
- Publications
- Ways to Participate
- News and Updates
- Governance
- Contact
- Future Property Profiles

The website should prioritize clarity over animation or complexity.

Homepage Standard

The homepage should contain:

- Grand Seal
- Mission statement
- One strong landscape image
- Current institutional status
- Founding principles
- Latest publication
- Invitation to participate
- Contact information

Avoid cluttered carousels and excessive calls to action.

Annual Reports

Every annual report should document:

- Institutional milestones
- Governance
- Financial summary
- Stewardship activity
- Education
- Volunteer participation
- Partnerships
- Challenges
- Priorities for the next year

Reports should include limitations and unfinished work—not only successes.

Newsletters

Recommended structure:

- Opening letter
- One central story
- Stewardship update
- Educational feature
- Volunteer opportunity
- Upcoming event
- Closing reflection

Newsletters should be useful even to readers who do not donate.

Social Media

Use social media to:

- Share observations
- Teach ecological concepts
- Document progress
- Recognize volunteers
- Announce events
- Direct readers to longer publications

Do not allow social media speed to weaken accuracy.

Social Media Standards

Every post should be:

- Accurate
- Respectful
- Mission-aligned
- Visually consistent
- Accessible
- Properly credited

Avoid arguments, speculation, and reactive commentary. Significant issues should be addressed through formal statements.

Press Releases

Each press release should include:

- Clear headline
- Verified announcement
- Date
- Location
- Concise context
- Approved quotation
- Contact information
- Relevant links
- Boilerplate description

Only authorized representatives may speak on behalf of the Foundation.

Photography

Photography should document:

- Landscapes
- Ecological conditions
- Restoration
- Education
- Volunteers
- Seasonal change
- Community participation

Obtain permission before publishing identifiable images where required. Never misrepresent a location or activity.

Captions and Credits

Every published image should include, when appropriate:

- Location
- Date
- Subject
- Photographer
- Project context
- Permission or license record

Captions should add information, not repeat what is obvious.

Storytelling

A stewardship story should answer:

- Where did this occur?
- What condition existed?
- Who was involved?
- What action was taken?
- What changed?
- What remains unfinished?
- What was learned?

Real stories are stronger than idealized ones.

Fundraising Communications

Fundraising materials must state:

- The specific need
- Intended use of funds
- Current project status
- Any restrictions
- How progress will be reported
- Whether a goal is proposed or confirmed

Do not promise outcomes that cannot be guaranteed.

Donor Recognition

Recognition should be:

- Accurate
- Proportionate
- Consistent
- Approved
- Respectful of privacy

The mission should remain more prominent than individual recognition.

Crisis Communication

During a crisis:

- Confirm facts.
- Protect people and sensitive information.
- Assign one spokesperson.
- Communicate what is known.
- State what remains unknown.
- Provide the next update time.
- Preserve all records.

Never speculate publicly.

Accessibility

Communications should support:

- Readable typography
- Strong contrast
- Alt text
- Captions for video
- Plain-language summaries
- Accessible documents
- Clear navigation

Access is part of belonging.

Publication Approval

Before release, every major publication requires review for:

- Editorial accuracy
- Legal concerns
- Financial claims
- Brand compliance
- Image rights
- Accessibility
- Governance approval where required

Record the approved final version.

Communications Promise

We will communicate honestly.

We will distinguish vision from achievement.

We will correct errors openly.

We will protect privacy.

We will use communication to strengthen stewardship—not spectacle.

**TRUST
GROWS
WHEN WORDS
AND ACTIONS
REMAIN ALIGNED.**

Closing Principle — Communications & Publications Manual

End of PDF 020

End of PDF 020 · Communications & Publications Manual · Edition 1.0

Next: PDF 021 — Finance, Development & Donor Stewardship Manual

The Future Is Cultivated. — CommUNITY Land Foundation