



Family Care First Communication Guidelines

Dear Partners:

As Family Care First (FCF) continues to grow, both in size and prominence, we expect that many of you will be asked about the effort and your involvement in it. We highly encourage FCF partners promote FCF and their involvement in it on their respective website and in related organizational communication materials. We also invite you to share the FCF general brochure and ask that you contact GAC if you would like printed brochures for upcoming events and mailings.

FCF has launched its website and quarterly newsletter. In the coming months, ***we will be in contact to see if there are any success stories, photos, videos and progress updates that you would like to see included in FCF website, newsletters and annual report.*** As the effort grows, contents on the various communications tools will grow too and we look forward to working closely with all partners to ensure that FCF communications represent your shared interests.

FCF partners are more than welcome to use the FCF logo in communications related to their involvement in FCF. Given USAID's involvement, there are important marking and branding rules that need to be followed. GAC has shared the approved power point, report cover, and letterhead templates that have been finalized according to USG guidelines. ***It is important that you use them whenever representing FCF.*** You are also able to access these materials online (<http://familycarefirstcambodia.org/otherresource>). If you have any questions about the templates or any branding or marking restrictions, please contact Buntha Thol at buntha@globalallianceforchildren.org

As with all aspects of FCF, the more we can speak with one voice and use a common language the better. To assist with this, please note on the FCF communication guidelines in the following pages.

Thank you again for your continued dedication.

Yours sincerely,
Kosal Chea



Family Care First Communication Guidelines

I. Core Elements on the FCF Templates

- The green FCF letterhead (PPT & MS-W) need to be at the top of the page (no space left)
- Heading (in all templates) need to be in green FCF Branding Color (R: 29; G: 172; B: 108)
- USAID and partner logo(s) are only on the *Cover Page*
- Partner logos cloud is on the second page after cover page

[USAID Graphic Standards Manual and Partner Co-Branding Guide](#)

- “At a minimum, USAID’s logo should be displayed at visually equal size and prominence as each of the other partner’s logo,” (p.46)

II. Use of FCF Template

- Whenever partners are officially presenting, sharing and reporting the work of FCF, they need to use the FCF templates (PowerPoint, MS-Word and Report).

Note: *MS-Word template could be used for event agenda, minutes, newsletters, FCF project documents and FCF communication materials, etc.*

III. FCF Communication Material Development

- All FCF communication materials need to be printed followed the FCF templates
- All FCF related materials are required to mention USAID's support by writing or inserting the USAID logo

IV. Media Engagement

1) How to get a press release approved by USAID?

FCF’s members are required to submit their draft press release to GAC **at least 10 working days before the event date.**

Note 1: *GAC needs 5 working days to review and clear the press release with partners as USAID also needs other 5 working days to clear the press release with the appropriate public affairs (U.S. Embassy) or technical staff.*

Note 2:

To maintain efficient and consistent communication across the overall Family Care First initiative, we ask that all FAST and GAC funded partners send their draft press releases/media response to the FCF media relations point-person at:

buntha@globalallianceforchildren.org, who acts as the central point-of-contact for all required media-related approvals.

2) What will you do when you are questioned by media?

- FCF members are required to request questions from media to be sent by e-mail.



- FCF members draft a response, and submit to GAC to be submitted to USAID for review from Public Affairs.
- USAID should be able to have a 24 hour turn around in these cases.

V. How Should I Refer to FCF on My Website?

Below is suggested language for website links:

X is proud to be a partner organization of Family Care First, a group of global and community partners across all sectors committed to increasing the percentage of children living in safe, nurturing and family based care. Family Care First's strength lies in the commitment and support of its diverse membership and only collectively can its partners have the desired impact on the lives of children living without safe, nurturing family based care. For more information, please visit: www.familycarefirstcambodia.org

VI. What about Social Media?

Partners are encouraged to promote Family Care First through social media with below tag:

Facebook: #FamilyCareFirst

Twitter: #FamilyCareFirst

Whether partly or fully funded by USAID, they'd appreciate their social media accounts being tagged in any FCF posts. Facebook: @USAIDCambodia. Twitter: @UsaidCambodia. No need to tag USAID if there's no USAID funding involved.

VII. Your Collaboration is Important!

- Highly encourage FCF partners **promote FCF and their involvement** on their respective **website and in related organizational communication materials**
- Encourage all FCF partners to share their **success stories, photos, videos and progress updates** that they would like to see **included in FCF website, Facebook, newsletters and annual report.**
- Encourage all FCF partners to promote the work of FCF by sharing the **FCF brochure** in both electronic and printed copies to relevant stakeholders.

VIII. Who Do I Contact for More Information?

For more information, support with press enquiries or advice on social media communications, please email Buntha Thol at buntha@globalallianceforchildren.org

To learn more about FCF terms, please go to [Frequently Asked Questions \(FAQs\)](#) on FCF website.