



The East Fund Style Sheet

This Style Sheet will help you prepare communication pieces with continuity, accuracy and clarity for any East Fund event or mailing.*

- The official full name of the organization is **“The Shawnee Mission East Educational Excellence Fund.”** When writing copy, always use the full name in the first reference.
- After the first reference, all other references may refer to it simply as the **“The East Fund.”**
- Please mention the web site in all copy (“for more information, go to....”) www.TheEastFund.org
- When possible, use The East Fund logo – available on the web site: <http://www.TheEastFund.org/contribute/repository.htm>.
- Our Mission Statement:

The mission of The Shawnee Mission East Educational Excellence Fund is to bring together the diverse community at Shawnee Mission East to:

- Identify the best ways to enhance the educational experience for students and teachers alike, and
 - Create resources to offer the widest possible range of opportunities for all students and teachers to reach their maximum potential.
- The governing body of The East Fund is called the Governing Board and the officers are president, vice president, secretary and treasurer.
 - The official address of The East Fund is Shawnee Mission East H.S., Attn: The East Fund, 7500 Mission Road, Prairie Village, KS 66208.
 - Checks for donations or fundraisers should be made out to “The East Fund” and mailed to the above address.
 - The following wording should be listed at the bottom of all solicitations for donations: *“The Shawnee Mission East Educational Excellence Fund deposits contributions into the Shawnee Mission Education Foundation, a 501(c)(3) tax-exempt organization, so all contributions are fully tax-deductible as allowed by law, while The East Fund retains control of all donations and disbursements.”*

*Thank you for using these guidelines. If you would like additional help with writing, editing or creating your East Fund communications, contact the Communications Committee: Barb Haviland at havilandb@kc.rr.com or Debra Collins at dcollins@kumc.edu.