



Quick Reference (QR) for Written Materials And Review Procedure

Logo



Use the logo on all documents (including internal documents) so that they are easily identifiable. Contact the review committee chairman for a file of logos to download to your computer. You can also obtain logos (for a variety of uses) by logging onto the national website and accessing the Members Only, Resource Library, Logos and Graphic Standards Guidelines at www.assistanceleague.org.

Status

Assistance League of Salt Lake City is a 501(c) (3) nonprofit volunteer organization whose philanthropic programs serve adults and children in need and a member of Assistance League national organization. Visit www.alslc.org for more information about our programs, volunteer opportunities and membership.

Review Procedure

In general, all documents **produced for the public** are to be reviewed before distribution. At the writer's request, any document may be submitted for review (in house, letters, etc.). Documents must be submitted electronically. Please send documents to the VP Communications. Please indicate the date the document is due.

The Review Committee will make every effort to get the document back to you as quickly as possible and by your due date. For more complex material the review could take as long as two weeks—so please submit your documents as early as possible.

General / Reference

Use **Associated Press style (AP style)** for chapter newsletter.

See: www.scribd.com/doc/2664713/Associated-Press-AP-Style-Guide-the-basics

Spelling: See *Merriam-Webster's* (M-W.com or <http://www.merriam-webster.com/>)
Or *Merriam-Webster's Collegiate Dictionary, Eleventh Edition* (per National)

For grammar questions, see *The Elements of Grammar* by Margaret Shertzer (per National)

Reference materials: Titles of publications, books, and themes are italicized (*NewsLink*, *The New York Times*, *Spotlight on Success*).

Proper Names (note capitalization and usage)

Assistance League® (not *the* Assistance League, not the Assistance League of Salt Lake [per national] unless needed for clarity)

Advisory Council (not Community Advisory Council, Advisory Board, Community Advisory Board). The Advisory Council is made up of people from the community selected by the president and approved by the board. Selection is based on the individual's personal, professional or community experience that may qualify them to advise the chapter's board of directors.

Book Bank program (note LC [lower case] *program*)

Capitalization of titles (per National). **Capitalize** specific officers, directors, chairmen, and appointees such as National President, Fundraising Chairman, Treasurer, Parliamentarian, National Director of Education, Newsletter Editor, Nominating Committee, Board of Directors, Board, National Board, Conference if used as part of a title (National Conference, Conference 2008). **Do not capitalize:** chapter, chairman (an unspecified person) auxiliary, guild, national office (capped in mailing address), or national organization.

Chair-chairman --- Either works. Don't capitalize titles when they appear after a name, but if they appear before the name they are capitalized. (See above.)

Chapter House (this is considered a proper name)

Committees: Capitalize as follows: Book Bank, Communications Committee, Membership Committee, etc. Committee is capitalized when it is part of the proper name of the group. Committee is not capitalized when it is a generic committee.

Consociates: Just Consociates (not *the* Consociates)

Monthly meeting: Do not use; use Regular Meeting instead

National. The following are examples when the word "National" should be used instead of Assistance League: National Board, National Director, National President, and National Conference.

program (generic program)

Regular Meeting (not Monthly Meeting)

Thrift Shop (upper case) rather than Thrift on 33rd when referring specifically to Thrift on 33rd. When referring to a generic thrift shop, LC (lower case) is used.

Thrift on 33rd (not Thrift on 33rd – no ordinal, do not superscript). Preferred use is Thrift Shop rather than Thrift on 33rd.

Programs / Statistics for 2010-2011

Please note: Because these numbers change often, please use generic (rounded) figures when possible and/or appropriate. For instance, saying “Act III entertains over a thousand seniors each year,” is more conversational and, depending how it is used, just as effective as citing the exact figure of “1,155 seniors.” But for reference sake, here are the exact figures as of last count.

ACTUAL NUMBERS FOR 2010-2011

Act III: Visited and entertained 1,482 seniors

Assault Survivor Kit: 250 kits distributed to Rape Recovery, forensic nurse practitioners, Safe and Healthy Families, Primary Children’s Medical Center, University Medical Center

Baby Bundles: 770 given to newborns in need at University Medical Center, Pioneer Valley Hospital, Tooele Valley Hospital

Book Bank: 8,842 books distributed to qualified agencies and schools (Comcast’s Literacy Project, Road to Success, city and county libraries, Salt Lake and Murray school districts and others). Volunteers read to 2,604 Head Start children and each child received their own book and toothbrush/toothpaste kit.

Brighter Tomorrows: 384 clients served

Operation Healthy Teeth: 132 children received urgent dental treatment

Operation School Bell®: 5,752 children served plus bulk distribution to 5 agencies/schools

Volunteer Hours FY 2009-10: 34,668

Total Membership: 290

Numbers in general usage

1-9, spell out in copy (one, two, three)

10 and up, use numerals in copy (10, 11, 12)

1,000 (note comma placement)

Dates: use Arabic numbers when used with the year (June 6, 2010), ordinals if used without the year (June 1st)

Time of day: a.m., p.m., not AM, PM (i.e. Thrift on 33rd is open 10:00 a.m. to 4:00 p.m.)

Spelling, Grammar, and Usage (AKA the grab bag 😊)

Acronyms (ALSLC etc.) Spell out on first mention for all materials distributed outside the organization. Usages okay for internal publications such as newsletter; spell out on first mention if needed for clarity.

Bylaws is one word, no hyphen

Fundraising is one word, no hyphen

Hyphenation, check M-W.com for specific words. Note that *many* words previously hyphenated or written as two words are now just one word.

Hyphens: use to bread compound words if needed for line breaks. If you are looking for a dash to separate phrases, use an em dash, not a hyphen.

Nonmember is one word

Nonprofit is one word

Nonvoting is one word

Passive voice. Change to active when possible.

Percent. Spell out in copy, don't use %

President-Elect use hyphen per National

That/which: writers' preference

Vice Chairman no hyphen per National

Vice President no hyphen per National

Trademarks

Use proper bugging (a bug is a registered trademark, copyright mark, and/or services mark, such as ® © SM) on the *first mention* of the following:

Assistance League®
Assault Survivor Kits®
Assisteens®
Operation School Bell®

Always superscript the bug. Handy tip: type “(R)” for a circle R and “(C)” for circle C—and your computer will probably create the properly superscripted bug for you.

Do not place bugs in headlines. Bug first mention in the body of the text, not in the headline.

Headers

Use headers on internal document tracking such as Bylaws, Standing Rules, contracts, policies, forms. Include the original header, date, and source. Add a line beneath to indicate any revision or review with date (month/year) and source. If there is more than one source use a slash (/) between sources. Put the header in Arial size 8 in the upper right hand corner of document.

To the right is an example:

Quick Reference
July 8, 2011
cc

For more information on the use of headers, please contact Sue Brown or Val Mercer.

Source abbreviations or use the committee name without adding the work committee:

bb	Book Bank
bd	Board
bfc	Budget and Finance
bl	Bylaws
bt	Brighter Tomorrows
cc	Communications
ed	Education
mc	Membership
oht	Operation Healthy Teeth
osb	Operation School Bell
rd	Resource Development
sp	Strategic Planning
ts	Thrift on 33rd

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