

TLC Communications Policy

- The official name of the organization is **The League Club, Inc.** Abbreviated reference shall be presented as **TLC**
- The President is the official spokesperson for TLC. Exceptions must be approved by the President and/or VP-Communications.
- TLC's Style Guide (posted on the website along with approved logos) shall be strictly followed in all communications.
- The website, the newsletter and weekly eblasts are our primary forms of communication. All content is to be approved by the President and/or VP Communications.
- The membership list is for the use of TLC members only and cannot be used for promotion or solicitation of any activity unrelated to TLC.
- All requests from media should be referred to the VP-Communications and/or the President.
- Press releases are issued by the VP-Communications and posted on the website & social media.
- TLC does not purchase advertising except in special circumstances that are approved by the President and/or VP-Communications
- Social media posts are intended to demonstrate our mission and raise money to fulfil that mission.
- Fundraising graphics shall include TLC logo according to Style Guide. The invitation shall include our mission statement and the 501(c)3 tax statement.