



Boilerplates

A boilerplate paragraph is often helpful for quickly conveying the essence of your positioning. Use it at the end of your news release, in brochures, on your website, and in other materials distributed to the public.

Here is a basic template for a boilerplate paragraph for a family and consumer sciences-related group that can be adjusted as needed:

Founded in _____, [Organization] of is a professional family and consumer sciences group that provides support to the community on the critical issues affecting them today. Based in _____, its primary objective is to assist individuals, families, and communities in making informed decisions about their well-being, relationships, and resources to achieve optimal quality of life. [Organization] provides knowledge, research, and programs in the area of _____. /multiple areas including _____, _____ and _____.

Example:

About the American Association of Family & Consumer Sciences (AAFCS)

Based in the Washington, D.C., area, AAFCS is the only association for family and consumer sciences students and professionals across multiple practice settings and content areas. For more than 100 years, AAFCS has focused its mission on providing leadership and support for professionals whose work assists individuals, families, and communities in making more informed decisions about their well-being, relationships, and resources to achieve optimal quality of life. AAFCS members provide research-based knowledge about the topics of everyday life to help create healthy and sustainable families. These topics include human development, personal and family finance, housing and interior design, food science, nutrition and wellness, textiles and apparel, and consumer issues. AAFCS members are located nationwide, and include educators, administrators and managers, human service and business professionals, researchers, community volunteers, and consultants who develop research-based information and deliver programs on essential skills to help individuals and families be better prepared to live, work, and succeed in today's complex and diverse world.