



## 2011 Publicity Guidelines for Communicating Your Grant

Congratulations on your recent grant from the Findlay-Hancock County Community Foundation. The Community Foundation is pleased to provide funding for your organization. Sharing the good news of your grant helps you publicize your organization and its good work; recognizes the Community Foundation and its donors; and promotes philanthropy in the greater Hancock County area.

The following guidelines are intended to assist you in communicating your grant from the Findlay-Hancock County Community Foundation. **Please forward this information to the person in your organization responsible for publications and publicity.**

### 1. Announce your grant to the media.

Announcement of your grant in news releases must recognize the Findlay-Hancock County Community Foundation. Both the Community Foundation and the named fund(s) supporting your grant should be included in the initial news release announcing the grant. Future news releases regarding this grant and the program it supports are not required to name the *individual* funds, but should recognize the Community Foundation. A sample press release follows these guidelines.

The additional text below should be included to describe the Community Foundation for all news releases in 2011:

#### **About the Findlay-Hancock County Community Foundation**

The Findlay-Hancock County Community Foundation will improve the quality of life in Hancock County through collaborative leadership, responsible grantmaking, and the development of philanthropic giving. Established in 1992 as an outgrowth of a one-time gift from L. Dale Dorney, the Community Foundation has granted more than \$23 million to fund projects that support our community. Visit [www.community-foundation.com](http://www.community-foundation.com) or call 419-425-1100 to learn more about how the Community Foundation is helping our community.

### 2. Include news of your grant in any publications you produce for distribution.

This includes news releases, newsletters, brochures, annual reports, website, board minutes, etc. The Community Foundation's name and logo should also appear in publications, advertising, and/or signage of an event funded by the grant. To receive the logo electronically, please contact Lisa Houck, Communications Officer, at [lhouck@community-foundation.com](mailto:lhouck@community-foundation.com).

### 3. Acknowledge the Community Foundation during the implementation period.

If the Community Foundation is a primary funding source for a program or event, all news releases and promotional materials regarding that program or event should mention that "this [program/project] is funded by a grant from the Findlay-Hancock County Community Foundation."

### 4. Include the Community Foundation on your mailing list.

The funding of your grant demonstrates our support for the work you do and we want to continue to stay informed about your organization. Please include us in your newsletter and email lists where appropriate.

### 5. Keep the Community Foundation informed.

We appreciate receiving copies of news releases, newsletters, newspaper articles, and advertisements mentioning that you have received funding from us. We also like to receive similar items related to the progress or implementation of the program or project which the grant funded, including photos. We especially like to use photos from our grantees in our annual report, helping to promote our work and yours. You may send high-res digital photos by email or on CD. We can also scan prints and return them to you. Please send clippings and photos to: Lisa Houck, Communications Officer, The Findlay-Hancock County Community Foundation, 101 W. Sandusky St., Suite 207, Findlay, OH 45840, [lhouck@community-foundation.com](mailto:lhouck@community-foundation.com).

# **SAMPLE PRESS RELEASE**

***[Organization Should Use Its Own Letterhead/Press Release Header]***

**FOR IMMEDIATE RELEASE:**

[date]

**CONTACT:**

[name of grant recipient director, program director, or organization's media contact]

Phone: [contact person phone number]

Email: [contact person e-mail]

## **[Grant Recipient Organization] Receives [\$\_\_\_\_\_ ] Grant from the Community Foundation**

[*Organization*] has been awarded a grant of [\$\_\_\_\_\_ ] from the Findlay-Hancock County Community Foundation. The funds are made available from the [*Fund name*].

This grant will be used for [*insert program and description here.*]

[*Insert quote about the grant from program director or agency director.*] *Sample:* "Our organization has [*cite accomplishments*] over the last [*time period*]," said [*Jane Doe, President of Organization*]. "The grant from the Community Foundation will give us additional resources to [*cite how grant will be used*]."

### **About [your organization name]**

[*Include a brief description of recipient organization.*] *Sample:* [*Organization*] was founded in [*year*] and has served [*number of people or geographic area served and ways of providing service*].

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