



**COMMUNITY
FOUNDATION**

**SOUTHWEST
WASHINGTON**

INSPIRING GRANTS PRESS KIT

The Community Foundation for Southwest Washington is pleased to partner with your organization and support its programs. If your organization has received a grant, please know that this support was made possible through hundreds of generous donors who have stand behind the Community Foundation for Southwest Washington. Publicizing your organization's grant recognizes the generosity of these donors, while also increasing the awareness and credibility for your own organization. Doing this can lead to further interest and investment in your organization and the entire nonprofit sector.

The following guidelines are intended to assist your organization in publicizing the impacts of this grant and your work. Please keep this information on file with your grant materials and forward a copy to your marketing or communications representative, if applicable.

Working Together

The Community Foundation recognizes that your communication efforts should focus on your organization's mission, projects and programs, but we ask that you share all media coverage, related photos (press quality) and other relevant materials as part of your final grant report. In addition, your organization should recognize the Foundation's role in supporting your efforts. This includes the basic communications guidance you're receiving now, which we hope is helpful in maximizing awareness about your organization and grant.

The Community Foundation is also interested in discussing marketing and communications opportunities and collaborations. These could relate to your organization's grant specifically or larger trend stories about community needs. If your organization is interested in these opportunities or would like assistance with communications, please contact Maury Harris, Marketing and Communications Specialist, at 360.904.4814 or by email at maury@cfsww.org.

Acknowledging Your Grant

The following verbiage is for use when acknowledging your grant from the Community Foundation for Southwest Washington. These should be used in specific circumstances to best communicate the origin of your grant and the mission of the Community Foundation.

Phrasing

Use whenever referencing support from the Community Foundation:

Support for this [program, activity, etc.] was provided through a grant from the [fund name], a charitable fund at the Community Foundation for Southwest Washington.

Boilerplate

When crafting press releases, please conclude with the following statement:

Established in 1984, The Community Foundation helps southwest Washington residents build a more vibrant community by inspiring them to engage in philanthropy. The Foundation holds more than 290 distinct funds, which are pooled, managed and invested to generate growth and income for granting purposes. Governed by an esteemed volunteer Board, the Community Foundation offers benefits and services to donors, nonprofits and the community at large.

Suggestions for Expanding Publicity

- Include news of your grant award in both internal and external communications, including newsletters, brochures, annual reports and other promotional materials.
- Distribute a press release, or contact the appropriate media outlet(s) by phone, to solicit news coverage regarding the grant award and the program that it will support. A sample press release template is available on the following page.
- Leverage social media channels to publicize your grant award and program. When appropriate, use #hashtags and @mentions to acknowledge the Foundation's support. For more information about using these social media features, please contact Maury Harris, Marketing and Communications Specialist, via maury@cfsww.org or at 360.904.4814.
- Post information about the grant and our partnership on your organization's website with a Community Foundation for Southwest Washington logo that is linked to our homepage (www.cfsww.org). Various formats of the Community Foundation's logo and guidelines regarding its usage are [available for download here](#).
- All materials that use the Foundation's name and logo, including press releases, must be approved by a staff member prior to publication or distribution. In the case of press releases, this gives us an opportunity to provide additional information and include a quote. All materials can be emailed to Maury Harris as attachments at maury@cfsww.org.

Amplifying Your Story

Submit stories related to your Community Foundation grant and we might help you reach a broad audience who is invested in the well-being of our community. We will use your story and others throughout our website, social media accounts and various publications.

- In roughly 300 words, please tell us what a Foundation grant meant to your organization. Even better, tell us how this grant positively impacted an individual in the community.
- Include the grant amount and when you received it. Also, provide a high resolution digital photo with a caption that visually describes your story.
- Share any videos or photos that you've produced, and we may choose to share it through any of our online properties to promote your organization's programming and the impact of our collaborative efforts.
- Please give us advance notice of quality photo opportunities that might provide more color.
- Email the story and any related photos to Maury Harris, Marketing and Communications Specialist, via maury@cfsww.org or at 360.904.4814.

Press Release Basics

Length: A press releases should be no longer than one page, so try to keep it short.

Date: Include the date that you plan to send out a release at the top of the page. Phrases such as "For Immediate Release" or "For Release After [date]" can indicate the urgency.

Contact: Provide a staff person's name, title, phone number and email at the top of your release that will assist media professionals in gathering additional information.

Headline: Headlines should be centered on the page and state the case without getting clever. A subhead follows, often in italics, to elaborate on the headline.

Dateline: Begin with a dateline, or the city and state the news is coming from.

Contents: Reporters may rarely read beyond the first paragraph, so answer who, what, when, where, why and how right away. This ensures that the most pertinent information is immediately available — a structure known as the inverted pyramid.

Newsworthy: Let readers know why the subject of your release would interest them.

Quotes: Experts recommend that your release should also include at least one quote in the body. Insert a quote from the head of your organization, the program officer overseeing the grant or someone knowledgeable about the announcement being made.

Boilerplate: The last paragraph is typically a standard set of information about your company, including your mission, service area, when the company was founded and any notable achievements. This context and understanding about who your organization is.

Editing: Once you've completed the draft of your press release, be sure to check for misspellings, correct grammar, factual errors and any missing information.

Sending: Most media outlets prefer to receive press releases by e-mail, but some shy away from attachments. Call the outlet if their website isn't clear on how to send it.

Template: We welcome you to use the following template to craft a press release announcing the grant your organization receives. The template below is available for download or further distribution at www.cfsw.org/nonprofits/resources.

INSERT YOUR ORGANIZATION'S LOGO

DATE: (Preferred Release Date)

CONTACT: (Staff Member's Name)

(Staff Member's Title)

(Staff Member's Phone Number)

(Staff Member's Email Address)

(Your Organization's Name) Receives (\$Dollar Amount) Grant for (Basic Issue)

Community Foundation for Southwest Washington grant supports (Project Name or Description)

(DATELINE)—(Your organization) has received a (\$dollar amount) grant from the (Fund Name), a charitable fund at the Community Foundation for Southwest Washington, which will support (general goal of project or program).

This vital grant will be used to support (organization)'s mission by (Get specific about what your project entails, its key metrics or accomplishments, and how it will benefit the community. Length could be a couple of sentences to a few paragraphs, but try to keep your release close to one page in length.)

"You can include quotes between paragraphs that shed light on the cause, wax poetic about the grant dollars or provide an opinion about the situation," (Name of Organizational Representative, Title,) said.

(Your organization) is especially grateful to the Community Foundation and its generous donors for recognizing and responding to this need. Because of this grant, (organization's name) can continue (brief statement about programming or mission). For more information on (your organization) or how you can support its efforts, please visit (www.yourwebsite.org) or call (Contact Name, Title,) at (phone number).

About (Your Organization's Name)

(Insert a boilerplate paragraph here, which provides a brief overview of what your organization does and its history.)

About the Community Foundation for Southwest Washington

(Insert the Community Foundation for Southwest Washington boilerplate text provided above.)

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