

## **Community Foundation for the Twin Tiers Communication Guidelines for Grant Recipients**

Your grant has been made possible by generous donors who have contributed to the unrestricted and field of interest funds of the Community Foundation for the Twin Tiers (CFTT) since 2002. Public recognition of the grant, and thereby all donors to the Foundation, is very important to encourage future contributions to this permanent community resource.

How does it benefit your organization to publicize your grant from the CFTT?

- You receive positive attention for the important work you are doing.
- CFTT and its donors are recognized, raising awareness of the value of unrestricted giving.
- Identifying the CFTT as a source of support lends credibility to your efforts.
- Other nonprofits learn about CFTT grant programs and are encouraged to contact us.

CFTT publicizes its grants through media relations and stories in our publications. We expect grantees to acknowledge grants in their own communications efforts. You are most familiar with the exciting programs, events and results you have achieved. Often, the media is more interested in hearing directly from a nonprofit organization and the people it benefits. If we coordinate our efforts, we can be more successful in getting the word out.

### **Foundation Responsibilities**

- Seek publicity for grant projects through local media when grants are awarded.
- Highlight interesting grant stories through the CFTT Web site, publications and annual report.
- Provide advice and feedback on your publicity efforts for your grant.
- Review news releases or other materials, at your request (not required).
- Send a representative to grant-related events, at your request (not required).
- Provide acknowledgement language and Foundation logos for your use as needed.
- Maintain information on our Web site about communications resources for nonprofits.

### **Grant Recipient Responsibilities**

The following list is not meant to be a list of required activities, but ideas for acknowledging your grant in whatever ways are within your organization's communications capabilities.

- include news of your CFTT grant in publications you produce for external distribution, such as newsletters, annual reports, lists of supporters, etc. (please see language below)
- Be sure that your internal audiences – staff, board members, volunteers, donors, clients – are aware of the grant through meetings, minutes, etc.
- Print a funding credit in materials related to your grant project, such as flyers, programs, poster, advertisements, etc., including signs or plaques that recognize donors at events or on buildings.
- Contact local media, including weekly newspapers and special interest publications as appropriate, using a news release (see sample), e-mail or personal phone call.
- If you mention the Foundation's support on your Web site, please include a link to CFTT's site ([www.twintierscf.org](http://www.twintierscf.org)), using CFTT's logo where suitable.

### **Acknowledging Your Grant**

Please use the following language to acknowledge your CFTT grant.

This project was funded (or funded in part) by a grant from the (name of fund) of the Community Foundation for the Twin Tiers, made possible by generous donors since 2002.

Please always refer to the Foundation as “The Community Foundation for the Twin Tiers.” You may use “CFTT” on second reference.

Additionally, your grant award letter will specify whether a portion of your grant comes from a named fund of the CFTT (this might be a field of interest fund, a donor advised fund, or an unrestricted fund). In this case, please add the above language in the parenthesis above. If you have any questions about how to word the acknowledgement, please contact us.

### **Foundation Description**

If you need a further description of the Foundation, please use the following:

*The Community Foundation for the Twin Tiers is a charitable organization that builds and preserves permanent funds, identifies opportunities to improve the quality of life for people in our regions, and responds with grants, addressing key areas: arts and culture, community progress, education, the environment, health, human services, and women and children. Formed in 2002, the Foundation provides philanthropic leadership to four counties: Bradford, Sullivan, and Tioga Counties in Pennsylvania and Tioga County in New York State.*

### **Logos**

We encourage you to use our logo, with the written acknowledgement, where suitable. We can provide black-and-white or color versions in digital format (preferred for best reproduction). If you are using the logo on the Web, it should be linked to the CFTT’s Web site ([www.twintierscf.org](http://www.twintierscf.org)).

### **Submitting Materials**

We encourage you to send up copies of publications or media coverage that mention your grant. You may also submit photographs – one or two images that best show your grant project, plus a brief description – that could be used for the Foundation’s Web site, newsletter or annual report, if we choose to profile your project. Please send these materials to the Foundation office at: 316 Bressler Street, Sayre, PA 18840.

### **Contact Information**

If you have any questions about publicizing your grant, please contact Marilyn Bok, at 570-888-4759 or [cftt@stny.rr.com](mailto:cftt@stny.rr.com).

Attachment: sample news release

**[Print on your letterhead]**

**DATE: [Today's date]  
For Immediate Release**

**CONTACT: [Your name here]  
[Your org's name]  
[Your phone #] or  
Marilyn Bok,  
CFTT 570-888-4759**

**[Name of organization] receives [\$ amount] grant  
To fund [type of project funded]**

[Your organization's name] of [your community] has received a [\$ amount] grant from the Community Foundation for the Twin Tiers (CFTT) to fund [summarize general type of program/project, in one sentence].

[Your organization] is a nonprofit organization serving [geographic area] with [type of service you provide]. **OPTIONAL:** a brief sentence that summarizes the good you have done; for example: "Formed in 19\_\_, the organization has helped hundreds of local women achieve economic stability through workforce training and job placement."

The CFTT grant will be use to ....[get more specific here about what your project entails, and how it will benefit the people your organization serves. Length could be anywhere from a couple of sentences up to a few paragraphs, but keep total news release length to two pages or less. If they need more info, send a fact sheet or other BRIEF background – a reporter will ask you if they need more.]

["you could then include a quote here," said [your board chair or executive director], "saying why the funds will be so helpful and what they will allow you to accomplish." This is where OPINION belongs. Other information stated in the press release should be objective and factual.]

News releases should be written simply, in "pyramid style," that is, with the most important information first and working down from there. Your release should be free of factual and typographical errors; have another person help you proofread it before sending. Always double-space paragraphs for better readability and to allow an editor to make notes.

- more -

[always use this notation if you will have a second page of information]

**[Print on your letterhead]**

**Summarize new release topic]**

**[Date of news release – make sure this matches the first page]**

**Page 2 of 2**

1. Include this type of basic info in upper left corner of each additional page
2. If mailed, not faxed, STAPLE all pages together!

[Please include this “boilerplate” language about the Foundation]

The Community Foundation for the Twin Tiers (CFTT) is a charitable organization that builds and preserves endowment funds, identifies opportunities to enhance the quality of community life, and responds with grants address these key areas: arts and culture, community progress, education, the environment, health, human services, and women and children. Formed in 2002, the CFTT provide philanthropic leadership to four counties: Bradford, Sullivan, and Tioga Counties in Pennsylvania and Tioga County in New York State.

[Your organization] is accepting donations to [fund future assistance programs, or to help more people in whatever way you help them]. For more information on [your organization] or how you can support its community efforts, please call [contact name optional] at [your phone #].

###

[this notation lets the editor know this is the end of the release]

**Note to Editor: [you may want to tell the editor additional information here that will help them place the release – for example, you may wish to tell the editor of a local weekly paper that the board member you quoted lives in their circulation area or the project to be funded will help a school in their circulation area.]**