



Petoskey-Harbor Springs Area
community foundation

TIPS FOR PUBLICIZING YOUR GRANT

Congratulations again on your recent grant from the Petoskey-Harbor Springs Area Community Foundation. We are pleased to partner with your organization through this investment in our community.

In the grant award letter you received there are a few conditions connected to our grant dollars. The first is *to publicize your grant*. Sharing the good news of your grant through press releases and other forms of publicity has several benefits. First, you receive positive attention for the good work you are doing. Second, PHSACF and its donors are recognized. This raises awareness of the value of unrestricted giving and promotes philanthropy so that we can give more. Thirdly, because our funding decisions are made by members of your community, identifying PHSACF as a source of support lends credibility to your efforts. Finally, through your publicity other nonprofits learn about PHSACF's grant program and are encouraged to contact us. That's good for all members of our community.

To publicize your grant, prepare and submit a press release to local news media regarding your project and the grant; continue to credit PHSACF in printed materials and news stories as a supporter of the project. The following information is intended to help you meet the first condition:

Our name:

The correct name of the foundation is:

The Petoskey-Harbor Springs Area Community Foundation

It should be used this way in all publicity material, including lists, newsletters, press releases, websites, etc. If a portion of your grant comes from a specifically named fund(s), that fund(s) should also be noted in any publicity. The proper name of the fund(s) will be given in your grant award letter. See Named Funds below for more detail.

Named Funds:

In addition to our unrestricted grant fund, the Community Foundation has Donor Advised Funds and Field of Interest Funds. We try to involve these funds in our competitive grant cycles so it is very possible that the grant you received came from more than one fund. These funds are often named for the person(s) who established them or in memory of a loved one or for a particular field of interest that the grant dollars should address, such as the environment. The Youth Fund is our most active Field of Interest fund. Our Youth Advisory Committee recommends grants from this Fund. See the next section, Sample Grant Award Language, for examples of language to use.

Sample Grant Award Language:

Publicity for a grant from the Community Foundation's unrestricted fund should include the amount of the grant and the Community Foundation's full name.

EXAMPLE: “<<Organization>> received a \$5,000 grant from the Petoskey-Harbor Springs Area Community Foundation.”

Publicity for a grant from unrestricted funds and a named or field of interest fund should include the total grant amount and the Community Foundation’s full name and the name of the other fund(s).

EXAMPLE: “<<Organization>> received a \$5,000 grant from the Petoskey-Harbor Springs Area Community Foundation and the David M. Smith Charitable Fund, a component fund of the Community Foundation.”

Publicity for a grant from the Youth Fund should mention the Youth Advisory Committee.

EXAMPLE: “<<Organization>> received a \$5,000 grant from the Petoskey-Harbor Springs Area Community Foundation’s Youth Fund. The Community Foundation’s Youth Advisory Committee made the funding recommendation.”

Press Releases/Newsletter Articles:

These are the two most common forms of grant publicity used by non-profits and we encourage you to consider using both of them. See Attachment A for a sample press release and more tips on producing an effective press release.

Although Community Foundation staff reads the local newspapers as often as possible, we do occasionally miss a story which mentions a grant. **We ask that you please include copies of media coverage or newsletters that mention our grant to your organization with your final report.** This will also assist us in ensuring that you have met this particular condition of the grant.

Ongoing Acknowledgment:

When the Community Foundation has provided significant funding in the past to a program/event (e.g. important start-up funding), we would appreciate that support being acknowledged in special stories or literature about the program/event, such as ten-year anniversaries or other coverage.

Our Logo:

We would love for you to use our logo on any printed materials or on your website, we just ask that you contact us so that we can provide several formats for best reproduction.

Website:

If appropriate, we would encourage you to include a link from your website to ours. Please let us know if you decide to link our websites.

Plaques/Signs:

In the cases of some capital grants for items such as playground equipment or benches, the Community Foundation appreciates acknowledgment of the grant with a plaque or sign on the equipment. Please contact us to discuss the suggested wording and placement of such acknowledgments. We do have a small supply of brass plaques available with proper wording.

Banner:

The Community Foundation has an approximately 6’ x 4’ banner. If we have provided funding for a public event, we would like the opportunity to display this banner.

Questions:

To discuss publicity of a Petoskey-Harbor Springs Area Community Foundation grant, please contact David Jones at 231-348-5820 or djones@phsacf.org.

[Your organization's name and/or logo at the top]

FOR IMMEDIATE RELEASE
(Date)

CONTACT: (name of contact at your organization)
(phone number)

[ORGANIZATION] RECEIVES [\$ AMOUNT] GRANT FOR [PROJECT FUNDED]

The [organization] recently received a [\$ amount] grant from the Petoskey-Harbor Springs Area Community Foundation to support [project]. *(If other named funds were involved with the grant, see the wording examples under the Sample Grant Award Language section.)*

The second paragraph should provide more detail about the project and the grant. If appropriate, you could add a quote from your executive director or board chair. For a significant-sized grant or if the Community Foundation is providing second or third year funding, we may like to offer a quote to the story too.

Add a final paragraph to provide more detail about your organization and provide contact information and a website if available.

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This indicates the end of the press release.

If it is a two-page release, put - more - at the bottom of the first page.

Press Release Tips:

- Keep the press release to one or two pages maximum. Less is more. Be brief, but clear and concise.
- Use an easy-to-read font with a 12 point typeface. Lines should be either double-spaced or one and a half spaced.
- Put yourself in the shoes of the reporter. Keep the information factual, accurate, easy to understand, and easy to reprint. In some cases, a reporter may wish to cover an upcoming program or event in person. Contact the newspaper before writing your press release.
- Whenever possible, include a good quality photo that tells the NEWS of the grant, not the publicity, with the press release. Give the reporter a photo that tells a news angle and your press release might become a story. For some programs or events the newspaper will send a photographer. Call them and ask.
- In the photo, be sure to identify everyone and get up nice and close.
- Submit your press release to the newspaper in a timely fashion. They will not want to print "old news". Keep in mind that it can take up to a week for your press release to make it into the paper, or even longer if it is a weekly paper.
- Ask the newspaper if they prefer to receive press releases via email.
- The contact person on the top of the press release should be prepared to answer questions about the program/event if the reporter contacts them.