



## Guidelines for publicizing your grant

The Community Foundation publicizes its grants through news releases, stories in our print and electronic publications, on social media and on our website. We encourage nonprofits to share success stories and photos of your organization with us so that we can cross-promote our work together.

### Grant recipient activities

We encourage our grant recipients and partners to publicize grants from the Community Foundation and share information about your organization's work and role in the community, but publicity is not required. Identifying the Community Foundation as a source of support lends credibility to our collective efforts. If you choose to, you can publicize the Community Foundation's support in a number of ways:

1. **Create a link on your website** to the Community Foundation ([cfgreateratlanta.org](http://cfgreateratlanta.org)). When we include the name of a partner on our website, we provide a hyperlink to the nonprofit's website. By including a link to our website, you help increase traffic to both sites. You can also include the Foundation's logo on your website, where appropriate. See "Logo Use" details below.
2. **Mention the Community Foundation's grant support** in your organization's publicity vehicles, including annual reports, brochures, flyers, newsletters, press releases, etc. When doing so, please use the following language to acknowledge your grant from the Community Foundation: *Funding provided (or funded in part) by a grant from the Community Foundation for Greater Atlanta.* **Note: Please do not list the Community Foundation as a sponsor or refer to your grant as a sponsorship.**
3. **Tag the Community Foundation on social media** when you share stories of your work. In today's world, social media is everything! This is an important channel in each organization's communications arsenal. When you share videos, photos or quotes of work funded by a Community Foundation grant, tag us. It spreads the word to both of our audiences. Please follow and like us and share our posts when appropriate. We'll do the same.

You can find us on the following platforms:

- Facebook – [facebook.com/cfgreateratlanta](https://facebook.com/cfgreateratlanta)
  - Instagram – [@cfgreateratlanta](https://instagram.com/cfgreateratlanta)
  - LinkedIn – [linkedin.com/company/the-community-foundation-for-greater-atlanta](https://linkedin.com/company/the-community-foundation-for-greater-atlanta)
  - Twitter - [@philanthropyATL](https://twitter.com/philanthropyATL)
  - YouTube – [youtube.com/cfgreateratlanta](https://youtube.com/cfgreateratlanta)
4. **Issue a news release** to the media to garner coverage for your grant funding. Adding photos to your stories and articles will help showcase the personal and important efforts of your organization. See sample press release template, media and photo tips below. (We welcome

copies of publications or media coverage that mention your grant and will share this information with our donors and Board members when appropriate.)

5. **Support the Community Foundation's marketing efforts.** We are always seeking great grant stories for our communications content. Send stories of your success and photos of your organization and/or work to [communications@cfgreateratlanta.org](mailto:communications@cfgreateratlanta.org). When submitting photos, please send one or two high-resolution images that are program-related, plus a brief description that may be used in our print and electronic newsletters, annual report or donor engagement pieces. By sending photos to us you acknowledge that you grant us the right to use such photos and images of all people included therein.

### **Logo Use**

We also encourage you to use our logo where suitable. You can download our logo in a variety of formats from the [Media and Publications](#) section of our website at [cfgreateratlanta.org](http://cfgreateratlanta.org). Please let us know how you plan to use the logo so we can help you get the best results. Please do not alter the logo in any way. If you require the logo in a format or size not provided, please contact Erin Dreiling at [edreiling@cfgreateratlanta.org](mailto:edreiling@cfgreateratlanta.org).

### **Storytelling tips**

What does storytelling have to do with your organization? Everything! Storytelling aligns with the way your constituents and donors think. It takes the great work that your organization does and makes it more tangible through real-world examples.

When possible, talk about a specific individual or family your organization has helped (always obtain permission before using a person's name in a story). Include photos and quotes that align. Connect it to the bigger picture through data and examples of larger impact. You can share stories on every platform – email, social media, blogs, media releases. Use the story to spark the emotional side of your audience's brain and illustrate why your mission really matters.

### **Media relations tips**

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. Our region has hundreds of media outlets covering news on television, in print, on the radio and online. Many of these are hyperlocal in scope and are looking for good news to share with the community.

It is often helpful to share the story of your organization in the context of a larger issue or discussion (i.e., a new after-school program may help in reducing current high school drop-out rates). Radio stations may be interested if someone can provide an on-air interview. And TV stations are more likely to be interested if the program has great visual appeal.

Please always refer to the Foundation as "Community Foundation for Greater Atlanta" in your print communication. You may use "the Community Foundation" or "the Foundation" on second reference. If you need a description of the Community Foundation for Greater Atlanta, please use the following:

*Since 1951, the Community Foundation for Greater Atlanta has been leading and inspiring philanthropy to increase the vitality of our region and the well-being of all residents. With more than 70 years serving the Atlanta region and a robust team of experts, the Community Foundation expands its philanthropic reach and impact by providing quality services to donors and bold, innovative community leadership committed to equity and shared prosperity.*

## **Photo and video tips**

There's no doubt that adding photography or video to your stories and articles will help convey your work and the experience of your organization. With a smart phone, anyone can become a photojournalist! Photo and video are especially helpful to boost engagement (i.e. likes and shares) of your social media content. *The following tips are from [collectivelense.com](http://collectivelense.com):*

**Use photos to tell a story.** “A picture is worth 1,000 words,” as they say. Imagery can go much further than written text to bring out the events and emotions of a particular cause or issue. One photo can describe a pressing situation, warm the heart of the viewer or cause your audience to react and respond. Furthermore, with multiple photos organized into a photo essay, an entire story can be told from the big picture to the smallest details in an efficient and effective manner.

**Use photos to grab the attention of the viewer.** In today's media-driven society, words alone cannot compete for the attention of your desired audience. With television, movies, YouTube, texting and millions of competing websites, your message must make an instantaneous impact. This is especially true if you are vying for the attention of younger audiences. If your message is text only, you should not expect most people to read more than five sentences. Lead with a powerful photo.

**Use photos to create an emotional impact.** Human faces attract the viewer's eye faster than any other subject matter. Use this to your advantage, and display photos that showcase the human impact of an important issue and the work that your organization is doing around it.

## **SAMPLE PRESS RELEASE**

### **Title**

Subtitle if needed

ATLANTA – Date – Copy here. Put your copy here.

In the final paragraph, include link to your website or the Foundation's website. For example: To learn more, visit [cfgreateratlanta.org](http://cfgreateratlanta.org).

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### **About the Community Foundation for Greater Atlanta**

*Since 1951, the Community Foundation for Greater Atlanta has been leading and inspiring philanthropy to increase the vitality of our region and the well-being of all residents. With more than 70 years serving the Atlanta region and a robust team of experts, the Community Foundation expands its philanthropic reach and impact by providing quality services to donors and bold, innovative community leadership committed to equity and shared prosperity. The Community*

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*Foundation is a top-20 community foundation among 800 nationally, with approximately \$1.2 billion in current assets, and is Georgia's second largest foundation. For more information, visit: [cfgreateratlanta.org](http://cfgreateratlanta.org) or connect with the Foundation via [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).*

**For more information:**

Name

Title

Email

Phone

Note: If your press outreach aims to get the media to attend an event, be sure to include the name and contact details of the specific person who will be their on-site contact and the best contact method for them at the time of the event, i.e. a mobile number not their office/desk number.

We encourage you to visit the Associated Press' website ([ap.org](http://ap.org)) to verify the latest AP style requirements. AP style is considered the preferred method of writing for many media organizations.

**Contact Information**

If you have any questions about publicizing your grant in the media, please contact Erin Dreiling at [edreiling@cfgreateratlanta.org](mailto:edreiling@cfgreateratlanta.org).