

## **Grantee Communications Guidelines – Required as part of the Grant Agreement to promote grant program:**

Congratulations on receiving a grant from the Community Foundation! Your program is important and worthy of media attention and we believe that publicity and media coverage will help ensure the success of your funded project, your organization and the Community Foundation. To help you communicate the impact of your work, we have provided promotional guidelines below.

See below the **promotional guidelines** to announce your project's grant award. We require a Press Release as part of the grant agreement and strongly support your participation in the other areas suggested. Your promotional activities will improve your visibility and help grow the Community Foundation supporting Collier County.

### **1. Press Release – Required as part of CFCC Grant Agreement**

- Issue a press release announcing the grant. Use the attached *Sample Release* as a guide.
- Some suggested outlets to send this to:

Naples Daily News- [news@naplesnews.com](mailto:news@naplesnews.com)

Gulfshore Business Daily- [info@gulfshorebusiness.com](mailto:info@gulfshorebusiness.com)

Naples Florida Weekly - [news@floridaweekly.com](mailto:news@floridaweekly.com)

WINK TV- [assignments@winknews.com](mailto:assignments@winknews.com)

FOX news- [news@fox4now.com](mailto:news@fox4now.com)

NBC- [newstips@nbc-2.com](mailto:newstips@nbc-2.com)

ABC- [newstips@abcactionnews.com](mailto:newstips@abcactionnews.com)

2. **Social media-** When posting about your grants on your social media channels, please tag the Community Foundation on twitter- [@CFCCFL](https://twitter.com/CFCCFL) and on facebook - [@communityfoundationcolliercounty](https://www.facebook.com/communityfoundationcolliercounty) . We will be happy to share your posts.

### **3. Offline & Online Publications**

- Feature the grant award in newsletters, eblasts, donor update letters and on your website and include a compelling photo of the project or the residents you are serving.
- Utilize the attached *Sample Newsletter Article* as a guide.

### **4. Inform Your Government Representatives and County Commissioners**

- Letters from community organizations help legislators understand the importance of investing public funds in Collier County. A list of elected officials serving Collier County can be found at [colliergov.net](http://colliergov.net)
- Use the attached *Sample Letter* to help you get started.

### **5. Send us Stories and Photos as they occur during the grant period.**

- Compelling storytelling communicates to our audiences the importance of supporting projects like yours. That is why we feature stories of our grantees in our newsletters and annual report. Do you have a story to share? Contact Cindi Withorn, Marketing Director **at the Community Foundation, at [cwithorn@cfcollier.org](mailto:cwithorn@cfcollier.org)**

## **About Logos**

All related materials must have the Community Foundation's logo clearly visible. Please include the Community Foundation logo and URL link [cfcollier.org](http://cfcollier.org) on your website. Contact Cindi Withorn at [cwithorn@cfcollier.org](mailto:cwithorn@cfcollier.org) for a hi-res version of our logo in either horizontal or vertical format.

## **About the Community Foundation of Collier County**

*The Community Foundation of Collier County, now in its 35th year, is a tax-exempt, public, charitable organization established in 1985 to increase and focus on local private philanthropy. Today, the Community Foundation of Collier County manages more than 750 funds, collaborates with hundreds of nonprofits, holds over \$280 million in assets and has distributed over \$212 million in grants to nonprofit organizations and community programs. The Community Foundation of Collier County is one of Florida's fastest-growing community foundations. For good. Forever. Learn more at [cfcollier.org](http://cfcollier.org) or call 239-649-5000.*

## **I. Sample Press Release for Grantees – Required as part of CFCC Grant Agreement**

FOR IMMEDIATE RELEASE

Contact Name, Organization, Title  
Contact Phone Number and Email Address

### **ORGANIZATION RECEIVES GRANT FROM THE COMMUNITY FOUNDATION FOR XXX**

Naples, FL - (DATE) – **Organization** is pleased to announce it has received a \$XXX grant from the Community Foundation of Collier County. These funds will support the *(program name; details)*.

*(Briefly summarize the project. Describe who will be served by the grant, the overall goal and how it relates to your mission. Indicate any other sources of funding.)*

*(Insert short quote from your president, executive director or board chair about the impact this grant will have on the organization and its project.)*

The Community Foundation of Collier County awards annual grants through a competitive application and review process. Selected organizations receive grant dollars from the *Changing Needs Fund*. This Fund is made up of donors who believe in the Community Foundation's ability to identify and grant to the most community's most current needs.

### **About your organization**

*(insert boilerplate)*

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## **2. Sample Newsletter Article for Grantees**

**Meet our partner...the Community Foundation of Collier County.**

Have you heard that *(organization name)* has received a **\$XXX** grant from the Community Foundation of Collier County this year? These funds will be used to support our **XXX** project, and will directly help us to *(insert details; include who the project will serve, the overall goal and how it relates to your mission. A picture or video link to who your project has served can help tell the story).*

*(Insert short quote from your president, executive director or board chair about the impact this grant will have on the organization and its project. Use the opportunity to ask constituents for additional support, if needed.*

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### 3. Sample Letter to Government Representatives

***It's best to keep letters to state and federal agencies to one page. Give specific details about your organization and projects. Send copies of news clippings and promotional materials you feel will help the recipient better understand your work with the Foundation.***

Date

Name

Title

Office

Address

City, FL Zip

Dear Title and Last Name:

We are pleased to report that we have received a \$XXX grant from the Community Foundation of Collier County. These funds will allow us to *(Describe your grant project, who it will serve, the benefits to the community and to the region, the major milestones, etc.)*

*Optional:* In addition to the Community Foundation of Collier County, we also have received financial support from other contributors, including *X, Y and Z.*

We invite you to attend our upcoming *(event/exhibit/open house/class/etc.)*. We would be honored to have you personally see how philanthropic support and grant making makes a difference in our organization. *(Invitations are enclosed; the event will take place on, etc.)* In the meantime, I'd like to share our latest newsletter and press releases on our project.

Sincerely,

Name

Title, Organization

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