



**COMMUNITY
FOUNDATION**
of Middlesex County

Philanthropy • Leadership • Legacy

Grantee Communications Kit

Communication is Key

Congratulations on Your Award.

Your grant from the Community Foundation of Middlesex County (CFMC) reflects on your hard work and dedication, and the news should be shared with your community. The online and downloadable Grantee Communications Kit provides guidance on the best ways to broadcast your achievements and outlines the Community Foundation's expectations about spreading the word about your grant project.

The Community Foundation works with committed individuals, businesses and funding partners from throughout Middlesex County. Our donors believe in the good work we do *and* the good work you do. Acknowledging their commitment and generosity is one way you can thank them for their continued support; bring attention to the essential services and programs you provide to our community; and help the Community Foundation show that *Philanthropy Matters, Philanthropy Works*. Publicity and media coverage will help to ensure the continued success of your funded project/program, your organization, and the Community Foundation.

We encourage you to think of CFMC as a partner in publicizing your grant and your work. Keep us in the loop as your project/program moves forward. We would like to know if you produce a publication, create a website, or hold an event as part of your grant activities. By being informed about our grantees, the Community Foundation is then able to highlight your organization on our website, in our newsletter and e-news, and elsewhere to help you spread the word about your grant and your organization. With every publication or event, the donors are thanked over and over again. It demonstrates that you care and that you appreciate their generous ways. "Publicity" is one key expected outcome and "Thank You" of receiving a grant.

We encourage you to subscribe, if you have not already done so, to our free e-newsletter; you can do so by updating your profile in our constant contact database if you have subscribed to the nonprofit organization e-list. If you do not receive these e-announcements, you can subscribe to our e-lists on our website or by e-mailing your information to Info@MiddlesexCountyCF.org.

Guidelines for CFMC Acknowledgement

The Community Foundation of Middlesex County (CFMC) appreciates public acknowledgement of the activities it supports. Our logo and tag line should be used in acknowledging our support and is available on our website or by e-mailing the Community Foundation. The guidelines for crediting CFMC are described below. Newspaper articles, op-ed pieces, radio interviews, social media, and other media activities are some of the possibly publicity opportunities to extend the impact of your effort. We appreciate mention of our support in all media activities related to your award.

Publicity Campaigns

Please notify the Community Foundation of Middlesex County of media and outreach efforts involving activities supported by our awards. If you have any questions, please contact our office to discuss proper acknowledgement of funding. We are always happy to receive samples and copies of publications, advertisements, press kits, and press releases created as part of this outreach.

Some ways you can publicize your grant award:

- Announcements through local papers and internet news sites when you receive your award letter;
- Announcements on your Facebook page, Twitter feed and other social media outlets;
- Invite CFMC to join you, your board of directors, staff, donors and program participants for a check presentation photo which can be used for media announcements, social media, and newsletters;
- Provide stories and photos to CFMC for use on our website, newsletters, and other publicity;
- Link YouTube videos posted on your YouTube channel to CFMC's YouTube channel;
- "Like" CFMC's facebook page and link stories to CFMC (www.facebook.com/CommunityFoundationMC);
- "Follow" CFMC on Instagram - @CFMC_CT and tag photos and videos with #CFMC_CT;
- "Follow" CFMC on twitter - @CFMC_CT and share story/announcement links to be retweeted; and
- Embed the Community Foundation's logo on your website with a link to our website.

Use of the CFMC logo

CFMC logos are available on our website. The logo may be used in a variety of ways: on websites, multimedia materials, annual reports, newsletters, posters, news releases and press kits, educational materials, signage, banners, and other materials related to your award.

The Community Foundation name was legally changed in 2012 and a new logo was launched. If our previous name and logo were used on your website and in collateral materials, we ask that you update those materials.

The new logo is:



- The full logo includes the circular symbol with the acronym, the name of the foundation, and the tag line “Philanthropy Leadership Legacy.”
 - The standard logo includes all three of these aspects and should be used in most publicity. The logo should be legible and no smaller than 1.5” in height.
- When the logo will be 1.5” high or less, the logo may be used without the tag line, “Philanthropy Leadership Legacy,” or when the tag line will be indistinct. In such cases, you should contact the Community Foundation for the appropriate logo for this use.
- The logo cannot be separated into its separate parts (acronym circle, foundation name, and tag line) without pre-approval of use and separation by the Community Foundation.
- If changing the size of the logo, all elements should be enlarged or reduced in exact proportions. Never make the symbol bigger or smaller in relation to the typography, or the type bigger or smaller in relation to the symbol.

The Community Foundation Name

When referring to the Community Foundation in articles and announcements, the full name - Community Foundation of Middlesex County - should always be used first.

- After the full name is used, you refer in following references to “the Community Foundation.”
- You may use the acronym – CFMC - in following references if it is designated in parentheses with the full name of the Community Foundation in the introductory sentence.
- You are asked to not refer to the Community Foundation as simply “the Foundation” as this can cause confusion with other private and public funding agencies.

Sample Tag Line(s)

The following acknowledgement may be used with or without the logo:

The mission of the Community Foundation of Middlesex County is to improve the quality of life for the people of Middlesex County now and in the future by developing endowments, making grants that have impact, and assisting donors in meeting their philanthropic objectives.

or

Community Foundation of Middlesex County is a nonprofit organization dedicated to improving the quality of life in Middlesex County. Its two-fold mission is: (1) to work with charitably-minded individuals and organizations to build permanent endowments and other charitable funds; and (2) to support local nonprofit organizations through effective grant making and multiple programs to address community needs. Since its founding in 1997, the Community Foundation has provided 2,068 grants totaling more than \$6 million to organizations for the arts, cultural and heritage programs, educational activities, animal welfare, environmental improvements, and for health and human services.

We welcome conversations with good people who want to do great things. For more information, contact us at 860.347.0025 or info@MiddlesexCountyCF.org

When writing about the Community Foundation and using its logo, the additional tag line of “*Helping Good People Do Great Things*” may be used. This tagline should be written in Goudy Old Style, italicized, and placed under the logo or as the final line of the above statement.

Community Foundation Quotes for Press Releases, Articles, and Other Announcements

We are pleased to support your public relations efforts in any way possible, including providing a quote from the President & CEO for your media announcements. If you would like a quote for

your announcement, please e-mail Thayer Talbott (Thayer@MiddlesexCountyCF.org) or Kristin Carl (Kristin@MiddlesexCountyCF.org) at least three (3) business days before release. When possible, please include a draft of your announcement and indicate the placement of the quote in the body so the Community Foundation may develop an appropriate quote for the context. Quotes provided by the Community Foundation may not be edited or altered from the format and wording provided.

Guidelines for Activities Supported by Your Grant

- **PUBLIC EVENTS:** At programs or public gatherings related to your award, acknowledge CFMC in remarks and in press materials. Displaying the logo on signage when appropriate is appreciated.
- **PRINTED MATERIALS:** Acknowledge CFMC as follows: “This project/program is made possible by a grant from the Community Foundation of Middlesex County,” or “This project/program is funded, or funded in part, through a grant from the Community Foundation of Middlesex County.” For posters, use a size that makes the words “Community Foundation of Middlesex County” or the logo legible from a distance.
- **WEBSITES:** Acknowledge us on your website, preferably with our logo and embed a link to our website.

Submitting Photos

We encourage you to submit images of the community’s involvement with your organization, the project/program funded by your award, and/or programs/projects made possible because of capacity building funding.

Individuals appearing in photos should sign and submit a photo release form. This form may be found on our website or by e-mailing the Community Foundation. When appropriate, names and affiliations of individuals in images should be submitted with the photo. If children are in the photo, please notify CFMC if the names of the children should be used in captions or should be omitted.

Grantee Stories

Organizations receiving grant awards should submit stories about the grant award and its impact in our community. Periodically the Community Foundation will feature these stories in our bi-annual newsletter, our monthly e-news, and on our website. Stories should include photos and links to

websites and/or resources associated with the program and your organization. Stories should be submitted by e-mail to Thayer Talbott at Thayer@MiddlesexCountyCF.org. The Community Foundation reserves the right to edit the story for length and content where necessary.

Social Media

The Community Foundation has established a Facebook page for CFMC. The page can be found at www.facebook.com/CommunityFoundationMC. Please like our page. We have “liked” organizations from this page to better promote the great things your organization is doing. If you do not see our “like,” please notify Thayer Talbott or Kristin Carl and we will be happy to do so. Organization pages are monitored by the Community Foundation and announcements and stories are shared as often as possible. Please help promote your fellow nonprofits and CFMC by sharing our posts on your page.

If you have created a video about your CFMC-funded project and have it posted on YouTube, you can link your video post to our CFMC YouTube Channel. Video files will be used with stories on our website and in our e-news.

The Community Foundation’s Twitter feed can be found at @CFMC_CT and the Instagram account is @CFMC_CT.

Press Releases:

Quick Tips for Writing a Press Release:

- Press releases should be written in pyramid style, with the most important information at the top;
- Press releases should be issued before and after your program’s events;
- Programs which may last a few weeks to a few months (or longer), invite a media representative to visit during the program and provide a mid-program release with details to date, including impact and quotes from participants.
- Press releases should include quotes from Executive Director, program participants, etc.;
- Paragraphs are to be double-spaced, proofread, and not indented;
- Press releases should be pasted in the body of an e-mail when sent to media agencies and individuals;

- Register on the Patch.com site for your community and surrounding communities to load your media announcements.

A Sample Press Release is attached at the end of this guide.

Inform Your Local Legislative Representatives

Providing informational letters to state and federal representatives are best kept at one page. Within that professional limit, discuss specific details about your funded project and your nonprofit organization. Include copies of promotional materials such as news clippings that you feel will assist the recipient in better understanding your work funded by the Community Foundation.

A Sample Letter to Representatives is attached at the end of this guide.

Community Foundation of Middlesex County Quick Facts:

- The Community Foundation of Middlesex County was established in 1997.
- The mission of the Community Foundation of Middlesex County is to improve the quality of life for the people of Middlesex County now and in the future by developing endowments, making grants that have impact, and assisting donors in meeting their philanthropic objectives.
- We serve all of Middlesex County - 15 towns: Chester, Clinton, Cromwell, Deep River, Durham, East Haddam, East Hampton, Essex, Haddam, Killingworth, Middlefield, Middletown, Old Saybrook, Portland, Westbrook
- In 2017, the Community Foundation approved 253 grants totaling more than \$632,728.
- As of December 31, 2017, the Community Foundation has awarded 2,068 grants totaling more than \$6 million dollars.
- As of December 31, 2017, the Community Foundation holds more than \$20.4 million in assets, established 225 funds with donors and organizations, and has been notified of planned gifts totaling \$25 million.

*Community Foundation of Middlesex County has been certified
by the National Standards Board of the Council on Foundations.*



Excellence. Accountability. Impact.™

Sample Press Release

Date

Contact

Phone

Fax

[Name of nonprofit organization] Receives Grant from the Community Foundation of Middlesex County]

Town, Connecticut: [Name of nonprofit organization] has received a [\$amount] grant from the Community Foundation of Middlesex County in order to fund [short summary of the program or project being funded].

[Name of nonprofit organization] is a not-for-profit organization that serves Middlesex County with [types of services that your nonprofit organization provides]. [Summarize briefly successes of your past projects].

The CFMC grant will be used to [describe your project and how the people of Middlesex County will benefit].

[Name of Executive Director], Executive Director of [Name of nonprofit organization], states “[what this grant will allow your nonprofit organization to accomplish].”

For more information on how [Name of nonprofit organization], or how you can support its community outreach, contact [Name of Contact] at [Phone number], or [Email Address], or visit our website at [Website].

The Community Foundation of Middlesex County is a nonprofit organization dedicated to improving the quality of life in Middlesex County, and to help Good People Do Great Things. Its two-fold mission is: (1) to work with charitably-minded individuals and organizations to build permanent endowments and other charitable funds; and (2) to support local nonprofit organizations through effective grant making, in order to address community needs, as well as Let Good Grow. Since its founding in 1997, the Community Foundation has provided 2,068 grants, totaling more than \$6 million, to organizations for the arts, cultural and heritage programs, educational activities, animal welfare, environmental improvements, and for health and human services.

To learn more, contact the Community Foundation at 860.347.0025, or info@MiddlesexCountyCF.org

Sample Letter to Inform Representatives

Date

Title and Name of Official

Office Title

Address

City, CT Zip

Dear Title and Last Name:

We at [Name of nonprofit organization] are pleased to report that we have received a [\$amount] grant from the Community Foundation of Middlesex County. Thank you for your continued support of the Community Foundation. Your support will permit us to [Describe your grant project; who it will serve, benefits to the community and the region].

We invite you to attend a [event, exhibit, class, open house, etc]. We would like you to personally see how your support makes a difference in Middlesex County through affiliation with [Name of nonprofit organization]. In the meantime, enclosed you will find our newsletter and press releases in order to inform you of the events we are sharing with our community.

Thank you again.

Sincerely,