



## GRANTEE MEDIA GUIDELINES

Congratulations on receiving a grant from the Community Foundation of Greater Birmingham! The following guidelines are intended to help you publicize your program. If you have any questions, contact Ginger Jefferson, Director of Marketing and Communications at [gjefferson@cfbham.org](mailto:gjefferson@cfbham.org).

### What you can do

A grant from the Community Foundation is a partnership. Your story is our story. It is also an occasion for the Community Foundation to acknowledge our donors and let them know how their gifts are being used to improve the quality of life in our community. You can publicize the Community Foundation's support in a number of ways:

- **Your website:** Create a link on your website to the Community Foundation. You can also include our logo where appropriate. See logo use details below.
- **Contact local media and use social media:** Include news of your grant in publications, press releases, newsletters, brochures, annual reports, website, social media, direct mail, or other outreach materials. Please follow us and tag us on any posts so that we can help get your message out. Also, we would be happy to provide a quote for your press release that is specific to your organization. This is an opportunity to connect your work to our region's media outlets.
- **Logo Use:** Include Community Foundation's logo in advertisements, signage, programs, brochures, etc. as appropriate. (We do not require you to place it on letterhead or marketing materials.) Various formats are available for use, please contact Ginger Jefferson, Director of Marketing and Communications at [gjefferson@cfbham.org](mailto:gjefferson@cfbham.org) or 205.327.3806 for logo files or if you have any questions about usage. Whenever referencing support from Community Foundation, please use this wording: *Support for this [program, activity, etc.] was provided by a grant from Community Foundation of Greater Birmingham.*

### Let Us Know

The Community Foundation publicizes grants and grant stories through media relations, social media, publications, and our website. We encourage you to share success stories and photos so we can promote partnerships to make our area a better place to live, work and play. Please do send us copies of final versions of any materials that mention your grant from Community Foundation of Greater Birmingham.

Also, continue to let us know—beyond the progress reports you submit—how your grant is addressing the issues you are working on. We are always on the lookout for success stories that can be used in Community Foundation's own marketing efforts. We love it when grant recipients share pictures of programs or events, success stories, or any other newsworthy items!