

## Grant Recipient Media Kit

Congratulations on your grant from Austin Community Foundation! This Grant Recipient Media Kit provides ideas and guidelines on how you can share information about your grant.

- / **Talk about your grant** – Spread the great news of your grant to your donors and the general public using these guidelines:
  - / Our name is *Austin Community Foundation*. “The” does not precede the name on lists, plaques or initial use in stories. Any subsequent references in articles can say “the Foundation.”
  - / Specific funds – If your grant is from a particular fund at the Austin Community Foundation should be noted in any announcement. For example, “This program was made possible by a grant from the John Doe Fund at the Austin Community Foundation.” You can find the fund name in your grant award letter.
  - / Our logo – Download from our website (<http://www.austincf.org/AboutUs/Logos>). To request a higher resolution version, [contact us](#).
  - / Plaques and Signs – Before finalizing language for a plaque or sign, [please submit it for approval](#).
    - o *While we appreciate the thought, grantees should not feel the need to present plaques or similar acknowledgements to the Foundation.*
- / **Share with your network** – Post information about your grant on social media. When sharing about your grant, your post should include:
  - / A link to Austin Community Foundation
    - Facebook: [facebook.com/austincommunityfoundation](https://www.facebook.com/austincommunityfoundation)
    - Twitter: [@AustinCommFound](https://twitter.com/AustinCommFound)
    - LinkedIn: <http://bit.ly/AustinCFLinkedIn>
  - / A photo – Include a picture related to your grant or mission
- / **Contact local media** – Use a press release to contact local news organizations to let them know about your project and grant from Austin Community Foundation.
  - / To assist you preparing your announcement, see sample press release on the next page.
  - / [Please send your proposed press release text for review.](#)
- / **Keep in touch!** – [Send us digital pictures of your grant at work](#) for the opportunity to be featured in a Foundation social media post or in another publication or communication.
  - / Please send only photos for which all parties pictured have signed releases indicating their approval. If you would like to use our photo release form, contact Mindy Morgan at [mmorgan@austincf.org](mailto:mmorgan@austincf.org).

*This is a press release template you can use when acknowledging your grant.*



**FOR IMMEDIATE RELEASE:** <Date>  
**Contact:** <Contact Name>  
<Organization Name>  
<Phone Number>  
<Email Address>

## <Headline: Brief, to the point>

*(Subhead: concise, giving the editor instant information about your news story)*

AUSTIN, Texas — Lead with a strong paragraph that explains what you are announcing, where and its relevance. Tell the reader why they should care.

Second paragraph: Add more relevant details regarding the announcement and its impact. Include information about your organization and mission.

Include supporting quote(s) from your executive director or other leadership. This is a good place to reinforce your organization's mission and how this grant supports it.

A few more suggestions:

- Refrain from jargon; use language people can understand
- Write objectively, any opinion can be conveyed in the quote(s)
- Keep your announcement to one page
- Make sure the press release provides answers to what, when, where, why and how.

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### **About <Your Organization>**

<Your organization> was founded in <date (year)> and has served <number of people or geographic areas served>.

### **About Austin Community Foundation**

Austin Community Foundation is the catalyst for generosity in Austin. The Foundation brings together philanthropists, dollars and ideas to shape Austin's future. Austin Community Foundation is focused on closing the opportunity gap through research, pooled resources and data-driven grantmaking. In 2017, the Foundation granted more than \$31 million to the community, mostly through donor advised funds. Founded in 1977, the foundation is the third largest charitable foundation in Central Texas by grants distributed. Learn more at [AustinCF.org](http://AustinCF.org).