



Grant Recipient Media Kit

Congratulations on your grant from Austin Community Foundation! When you publicize a grant, you bring attention and credibility to your important work while recognizing the funders who help make these grants possible. This kit provides guidelines and ideas on how to share news of your grant.

Acknowledgment Language

Please acknowledge **Austin Community Foundation** as the source of your grant in all publicity, publications, website(s) and social media. “The” does not precede the name on lists, plaques or initial use in stories. Any subsequent references in articles can say “the Foundation.”

- / **Primary acknowledgment should be made to Austin Community Foundation.** If your grant is from a particular fund and there is space, you should include the fund name. For example, “This program was made possible by a grant from the John Doe Fund at Austin Community Foundation.” You can find the fund name in your grant award letter.
- / Before finalizing language for a plaque or sign, [please submit it for approval](#). *While we appreciate the thought, grantees should not feel the need to present plaques or similar acknowledgements to the Foundation.*

Logos

Include the Foundation’s logo on your website, at events or any materials related to your grant. You may download our logo [here](#). To request a higher resolution version, [contact us](#).

Social Media

When sharing about your grant on social media, please mention and tag Austin Community Foundation.

- / Facebook: [facebook.com/austincommunityfoundation](https://www.facebook.com/austincommunityfoundation)
- / Twitter: [@AustinCommFound](https://twitter.com/AustinCommFound)
- / LinkedIn: <http://bit.ly/AustinCFLinkedIn>

Press Releases

Use a press release to inform local news organizations of your project and grant.

- / Draft a press release or use the template press release provided on the next page.
- / [Please send your proposed press release text for review](#).

Share Your Story

Have a unique story to tell about how your grant made a positive impact in our community? [Share your story](#) (and photos) with ACF to reach a broader audience. We will consider your story for our website, social media and other communications.

- / 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 us](#).

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.

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 2018, the Foundation granted nearly \$30 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.