

## Grant Recipient Media Kit

Congratulations on your grant from our Community Grant Program! 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 photo 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 sample press release you can use when acknowledging your grant.*



FOR IMMEDIATE RELEASE

<Date>

**Media Contact:**

<Contact Name>, <Title>

<Organization Name>

<Phone Number>

<Email Address>

Your  
Organization's  
Logo Here

**<TITLE>**

*(Your title should be short and concise, giving the editor instant information about your news story)*

<Your Organization> is proud to announce that it has been awarded a grant of <grant amount> by the Austin Community Foundation. The funds will be used for <grant purpose>.

“Our organization has <cite accomplishments> during the last <number> years,” <media contact person> said. “This grant from the Austin Community Foundation will give us additional resources to <cite how grant will be used>.”

Thank you to the <name of fund listed in your grant award letter> at Austin Community Foundation for approving this generous grant. We look forward to working together to create meaningful change in Austin and Central Texas.

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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, today. A trusted local partner, the Foundation has a 40-year track record of investing in Austin, granting more than \$300 million to nonprofits across Central Texas since 1977. Through a data-driven approach, the Foundation seeks to understand, inform and invest in the areas of greatest need to narrow the opportunity gap in Central Texas. Together, we are shaping Austin's future, today. [www.austincf.org](http://www.austincf.org)