



WORKING

together

TO TELL OUR STORIES

Information to Publicize Your Grant

Why publicize grants?

We are asking all nonprofit organizations that receive funding through the Community Foundation of Northeast Iowa to join us in promoting public understanding of the vital role philanthropy plays in strengthening our communities.

We are able to award these grants because generous donors have established funds through the Community Foundation of Northeast Iowa.

We encourage you to do two things: 1) publicize your grant to recognize the donors who helped make the grant possible, and 2) recognize the Community Foundation's support when a general story about your organization is being written.

Having information about this funding you received may help you build additional support for your program and others like it in our community.

The Community Foundation of Northeast Iowa requests that you:

- Include news of your grant in any publications you produce for internal or external audiences, such as newsletters, brochures, annual reports, lists of supporters, board minutes, etc.
- Contact local media or other publications as appropriate.
- Include the Community Foundation's full name (Community Foundation of Northeast Iowa) and/or official logo on brochures, signs, or plaques that recognize funders at events or on physical structures.
- Please send us a copy of any releases, publications, etc. so they may be kept on file in the Community Foundation office. You can also email them to Ali Parrish, Director of Communications, at aparrish@cfneia.org.

The Community Foundation can help you by:

- Discussing local media grant publicity ideas.
- Helping you target appropriate media outlets.
- Reviewing your news releases and publicity materials in regard to the Community Foundation of Northeast Iowa grant.
- Providing news release templates.
- Providing the Community Foundation logo for use, if appropriate.

Referring to the Community Foundation of Northeast Iowa:

Please always refer to the Community Foundation as the **Community Foundation of Northeast Iowa** in any publication materials, including news releases and annual reports.

Identifying Individual Funds at the Community Foundation

Support for nonprofit organizations comes from over 900 funds and it's important to connect donors with the grants their generosity makes possible. Occasions when it's appropriate to identify fund names include: in an alphabetical list, in a narrative, and on signage or displays.

You will find the name(s) of the fund(s) that made your grant possible in your award letter. Please identify the fund(s) when recognizing your grant award. For example:

- Grant from a single fund.
e.g. Community Foundation of Northeast Iowa—Wanda F. Van Duyn Fund.
- Grant from multiple funds.
e.g. Community Foundation of Northeast Iowa—Someone Cares Fund, Louise Loomis Fund and Brett Bergstrom Fund.

Using the Community Foundation's Logo

We appreciate it when you, our grantee, uses the Community Foundation of Northeast Iowa's logo on your printed or electronic materials to show our support for your organization and your project. When your grant was awarded, you should have received a disk with several approved versions of our logo in color and black and white. Please contact Ali Parrish at (319) 287-9106 or email aparrish@cfneia.org if you did not receive our logos or have difficulty using them. **Please note that our logo should only be used on general informational materials about or for your organization or on materials pertaining to the exact project or program that was funded. Please contact us with any questions. Thank you!*

Website Information

If you wish to include a link from your website to ours, please contact us.

Photographs of Your Project or Organization

We often use photographs of grantees to highlight the programs we support. We request that, if possible and appropriate, you e-mail a photo depicting the program funded.

Questions?

Please contact Ali Parrish, Director of Communications, at (319) 287-9106 or email aparrish@cfneia.org.

**Congratulations on your grant award from the Community Foundation.
We wish you all the best and thank you for the wonderful work
your organization does for Northeast Iowa!**

Sample News Release to Announce Your Grant

[Print on your letterhead - this should include your address]

CONTACT:

[Name]
[Phone Number]
[E-mail Address]

or:
Ali Parrish
Director of Communication
(319) 287-9106
aparrish@cfneia.org

FOR IMMEDIATE RELEASE

[Name of Organizations] Receives [\$ amount] Grant to Fund [Type of Project Funded]

[CITY], [Date] - [Your Organization] has received a [\$ amount] grant from the [____ Fund – if applicable] of the Community Foundation of Northeast Iowa. [Summarize general type of program/project, in one sentence].

[Your Organization] is a nonprofit organization serving [geographic area] with [type of service you provide]. OPTIONAL: a brief sentence that summarizes the good you have done. Example: *Formed in 19__*, the organization has helped hundreds of local women achieve economic stability through workforce training and job placement.

The Community Foundation of Northeast Iowa grant will be used to [be more specific here about what your project entails and how it will benefit the people your organization serves. Length could be anywhere from a couple of sentences to a few paragraphs, but keep total news release length to two pages or less. If more information is needed, send a fact sheet or other brief background. A reporter will ask if they need more.]

[You could then include a quote here from your board chair or director explaining why the funds will be helpful and what they will allow you to accomplish. This is where opinion belongs. Other information stated in the press release should be objective and factual.]

News releases should be written with the most important information first and additional information presented in descending order of importance. Your release should be free of factual and typographical errors. Double-space paragraphs for better readability and to allow an editor to make notes.

- more -

Always use this notation if you will have a second page of information.

[Headline]

[Date of news release—make sure this matches the first page]

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Include this type of basic info in the upper left corner of each additional page.

[Additional text on the second page.]

- ### -

Use this to indicate the end of the news release.

If mailed, staple all pages together. End the news release with a paragraph describing the Community Foundation of Northeast Iowa. We urge you to use the following in full in your release and any other publicity about your grant:

The Community Foundation is a permanent public charity built by donations from individuals, families, organizations and businesses. For over 53 years, residents of the Cedar Valley have been turning to the Community Foundation of Northeast Iowa to help their community. Approximately \$40 million has been granted from the Foundation to projects and programs throughout Northeast Iowa since its inception. To learn more, call (319) 287-9106 or visit www.cfneia.org.

News releases should be sent out at least two days in advance. They should be mailed, e-mailed, or faxed to the appropriate person:

- Daily newspaper: city editor, or editor of specific section relevant to your work (Health & Science, Arts & Entertainment, etc.)
- Weekly/neighborhood newspapers: editor
- Other publications (newsletters in your field, state/national associations): editor
- Radio stations: news editor
- TV stations: assignment editor
- If you know a reporter, also send the release to them.



of Northeast Iowa

Established in Waterloo/Cedar Falls in 1956

PO Box 1176 ♦ Waterloo, Iowa 50704

319.287.9106 *phone* 319.287.5015 *fax* www.cfneia.org *web*

Helping you help your community.