

Communication Guidelines For Grant Recipients

Please route the following information to the person responsible for communications

Congratulations on your grant from Berkshire Taconic Community Foundation.

Your grant has been made possible by generous donors who have established and contributed to funds of Berkshire Taconic Community Foundation. By publicizing your grant, you will build awareness and credibility for your group's work while recognizing the donors who help make these grants possible.

Publicizing Your Grant

- You must acknowledge the Foundation's funding in all communication related to the project for which you've received support such as: press releases, website, newsletters, brochures, annual reports, or other promotional materials.
- We recommend that you issue a press release about your grant and the project that it has funded. When possible, send a high resolution photograph with your news release.
- If you receive press coverage about your grant, please send a copy to: kdigiovanni@berkshiretaconic.org

Acknowledging Your Grant

Please use the following language to acknowledge your Berkshire Taconic grant:

- "This project has been supported by a grant from (*name of fund here*), a fund of Berkshire Taconic Community Foundation."

Foundation Description

Please use the Foundation's boilerplate in your materials:

Berkshire Taconic Community Foundation builds stronger communities and improves the quality of life for all residents of our region. Each year, the foundation distributes over \$7 million through grants and scholarships, helping thousands of donors achieve their philanthropic goals and hundreds of nonprofits carry on their good work. Berkshire Taconic is a 501(c)(3) nonprofit public charity.

Using the Foundation's Logos

Electronic versions of our logos are available for websites, printed materials and other documents.

- When mentioning the Foundation's support on your website, please include a link to www.berkshiretaconic.org, using Berkshire Taconic's logo where suitable.

- You can access logos for Berkshire Taconic and guidelines for their usage at: <http://www.berkshiretaconic.org/nonprofits/LogoGuidelines.shtml>

Share Your Story (Optional)

Submit your story to the Foundation and you can easily reach a broad audience who is invested in the well-being of our communities. We will use your story and others throughout our website, our social media sites, and various publications.

- In no more than 300 words, please tell us what a Foundation grant meant to you and your organization. Even better, tell us how this grant benefited one of your constituents.
- Include the grant amount and when you received it. Also, provide a high resolution digital photo with a caption that visually describes your story.
- If you are able, create a short video (2 minutes or less) and we will share it on Facebook and/or the foundation website.
- Please let us know in advance of any events/trips, etc. that you feel would make strong photo opportunities
- Email the story and photos to Katie DiGiovanni in the Communications Department at Berkshire Taconic at: kdigiovanni@berkshiretaconic.org.

Contact Information

Feel free to contact Kimberly Rock, Marketing Director, with any questions about publicizing your grant such as where to send it, or if you would like us to review the release before it goes out. Kimberly can be reached at krock@berkshiretaconic.org or 413.229.0370 x123.

Thank you for all the hard work you do to strengthen our community!

Basics of Writing a Press Release

1. Format

Type, double-spaced, on letterhead if available

2. Include a Contact Name

Provide a name, phone number and email address at the top of your release of someone the media can contact for additional information.

3. Include a Date

Put the date you plan to send out the release at the top of the page.

4. Answer the Five "W's"

Provide the Who, What, When, Where, Why and How in the first paragraph.

5. Make it Newsworthy

Let readers know why the subject of your release would interest them.

6. Include a Quote

Insert a quote from the head of your organization or the program the grant is supporting.

7. Provide all Necessary Information

Include all the important details, such as the location, date and time for an upcoming event.

8. Use a Strong Headline

But don't be overly cute.

9. Keep it Short and Simple

One to two pages - tops.

10. Include a "Boilerplate" at the End of Each Release

A boilerplate is a one-paragraph description of your organization, including your overall mission, the area you serve and your address and other contact information.

11. Read and Edit Before You Send

Check for misspellings and any missing information.

12. How to Send

Most newspapers prefer to receive press releases by e-mail. Call the paper if you're not sure how to send it.

(SAMPLE RELEASE: Print on your letterhead)

DATE: (Today's date)
For Immediate Release

CONTACT: (your name here)
(Your org's name)
(Your email address)
(Your phone #)

**(Name of organization) receives (\$ amount) grant
to fund (type of project funded)**

(Your organization's name) of (your town) has received a (\$ amount) grant from Berkshire Taconic Community Foundation to fund (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; for example: "Formed in 19_, the organization has helped hundreds of local women achieve economic stability through workforce training and job placement."

The Berkshire Taconic grant will be used to...(get 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 up to a few paragraphs, but keep total news release length to two pages or less. If they need more info, send a fact sheet or other **BRIEF** background – a reporter will ask you if they need more.)

("You could then include a quote here," said (your board chair or executive director), "saying why the funds will be so 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 simply, in “pyramid style,” that is, with the most important information first and working down from there. Your release should be free of factual and typographical errors; have another person help you proofread it before sending.

(Please include this “boilerplate” language about the Foundation)

Berkshire Taconic Community Foundation builds stronger communities and improves the quality of life for all residents of our region. Each year, the foundation distributes over \$7 million through grants and scholarships, helping thousands of donors achieve their philanthropic goals and hundreds of nonprofits carry on their good work. Berkshire Taconic is a 501(c)(3) nonprofit public charity.

(Your organization) is accepting donations to (fund future assistance programs, or to help more people in whatever way you help them). For more information on (your organization) or how you can support its community efforts, please visit (your website) or call (contact name optional) at (your phone #).

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(this notation lets the editor know this is the end of the release)

Note to Editor: (you may want to tell the editor additional information here that will help them place the release – for example, you may wish to tell the editor of a local weekly paper that the board member you quoted lives in the circulation area or the project to be funded will help a school in their circulation area.)