



Publicizing Your Grant from the Coastal Bend Community Foundation

Congratulations on receiving a grant from the Coastal Bend Community Foundation! We are pleased to provide funding to your organization. Sharing the news of your grant helps you by promoting your good work; recognizing the Foundation as a support source can lend credibility to your efforts and promote further giving in the Coastal Bend.

The following guidelines are intended to assist you in communications about your grant. Please forward this information to the appropriate person in your organization.

General Publicity regarding your grant:

- **When you accept the grant, you are committing your organization to publicize the grant.** You may include news of your grant in publications, press releases, newsletters, brochures, annual reports, websites, videotapes, DVDs, advertisements, reports, direct mail, social media, or other outreach materials, including T-Shirts, tablets, cups, or other promotional merchandise.
- All *general* publicity mentioning support from the Coastal Bend Community Foundation should include the grant amount and the Foundation's legal name.
Example: "A \$5,000 grant was received from the Coastal Bend Community Foundation"
- When referencing support from the Foundation for a specific project, please use this wording:
Support for this (program, activity, etc.) was provided by a grant from the Coastal Bend Community Foundation.
- Include the Foundation's **REVISED** logo in advertisements, signage, programs, brochures, as well as any outreach materials, including T-Shirts, tablets, cups, or other promotional merchandise, etc. as appropriate. To copy our logo, visit our website at www.cbcfoundation.org and click on "Media" at the bottom left of the home page. Then right click on the logo. *Please do not alter the logo other than to change the size for space requirements.*
- Include a credit to the Foundation when any program or project results in a service, product, performance, or other tangible outcome.
- Consider, if appropriate, including a link to the Foundation's website (www.cbcfoundation.org) on your agency's website – e.g., in a list of supporters.
- When crediting the Foundation on social media outlets, such as Facebook and Twitter, please tag the "Coastal Bend Community Foundation" page.
- Grant funding does not give your organization permission to use the Foundation's logo or name in ANY FUNDRAISING MATERIALS.

Let Us Know:

Please send copies of the final versions of any materials that mention your grant from the Coastal Bend Community Foundation to our Communications/Operations Director, Tracy Ramirez, via email to tramirez@cbcfoundation.org. Also, continue to let us know how your grant is addressing the issues you are working on. We are always on the lookout for success and/or human-interest stories to use in the Foundation's own marketing efforts. Photos, especially "action" shots are also appreciated. Please send high-resolution photos of 300 dpi via email in a jpg file format.

How We Can Help:

- We can visit with you about how your grant can be publicized.
- We can provide a CBCF banner for special events.
- We can provide a CBCF staff member and/or a member of our Board of Directors, when available, to represent the Foundation at events related to your grant.

For Press Releases, please include, along with a description of your agency, the following:

The Coastal Bend Community Foundation was incorporated in 1981 with the mission of improving the quality of life in the seven counties of the Coastal Bend. The Foundation serves donors by providing a vehicle for the establishment of various types of charitable funds designed to fulfill their wishes. Since its inception, the Foundation has distributed over \$138 million from donor contributions and revenues to scholarships to students and grants to nonprofit organizations.