

# CENTRAL FLORIDA FOUNDATION

Building Community by Building Philanthropy

## Media Kit

*for grantees*

# MEDIA KIT FOR GRANTEES

## Congratulations on receiving a grant!

In this Grantee Tool Kit, you'll find guidance on:

- ✓ Communications Guidelines
- ✓ Foundation Basics
- ✓ Contact Information
- ✓ Logo Usage
- ✓ Acknowledgement Language
- ✓ Press Releases
- ✓ Tag Us on Social Media
- ✓ Let Us Help Share Your Story

# MEDIA KIT FOR GRANTEES

## **COMMUNICATIONS GUIDELINES**

Here are the basic guidelines for sharing about your grant.

- 1 Do not share about your grant until there is a signed grant agreement in place. There are no exceptions.**
- 2 You may use Central Florida Foundation logos in your graphics and communications, but you may not alter the logos in any way.**
- 3 We prefer for dollar amounts to not be the focus of the communication; instead, we encourage you to share impact numbers or details of what the grant is supporting. If you need guidance with this, we're happy to help.**
- 4 If you have any questions, please contact Director of Marketing and Communications, Laurie Crocker.**

**lcrocker@cffound.org  
321-966-2852**

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## FOUNDATION BASICS

Learn more about the Central Florida Foundation

Central Florida Foundation is a 501c3 public grantmaking foundation and the region's community foundation. The Foundation stewards philanthropic dollars on behalf of individuals, families and nonprofits, and collaborates with community partners who are determined to make a difference in our community. Central Florida Foundation works with individuals, families and nonprofits who are determined to make a difference in the community through philanthropy and grant-making. The Foundation also works with professional advisors to help them provide solutions to their philanthropic-minded clients. We operate under our Thrive Framework, which is based on the global Sustainable Development Goals.

**More Resources:** [CFF Fact Sheet](#) [cfffound.org](http://cfffound.org)

## CONTACT INFORMATION

### Media & Communications Questions

#### Laurie Crocker

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### Grant Questions

#### Alissa Mahadeo

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## LOGO USAGE

Learn more about using CFF logos in your communications.

Depending on the source of your grant, you might find it appropriate to use our logo in a grant announcement social media post, newsletter entry, or other communications. As a grantee, you may use our logo in communications as it relates to your grant, however we ask that you do not alter the logo in any way, and to choose the logo color option [full color, white or black] that best suits the background color of your design.

**CFF logo**   Full Color   White   Black

**Thrive logo**   Full Color   White   Black

**100 Women Strong logo**   Full Color   White   Black

If you have any questions on which logo is best, or if you are printing our logo, please contact Director of Marketing & Communications Laurie Crocker at [lcrocker@cffound.org](mailto:lcrocker@cffound.org). She can provide guidance and additional logo file types.

# MEDIA KIT FOR GRANTEES

## **ACKNOWLEDGEMENT LANGUAGE**

Here is sample language you may use when sharing about your grant. This isn't mandatory to use, and you may finetune it to fit your organization's voice.

This project was funded [or funded in part] by a grant from [INSERT FUND NAME] at Central Florida Foundation. The grant will help further [insert nonprofit name]'s mission of \_\_\_\_\_ by \_\_\_\_\_.

This grant is a result of CFF's ongoing mission to assess community needs and support innovative solutions to complex social issues within the Central Florida region.

## **PRESS RELEASES**

**Access a press release template [here](#).**

Grantees are welcome to publish a press release using CFF's template provided to you above. All press releases must be approved prior to publishing or distributing.

If you have questions or would like help in completed a press release in relation to your grant, please contact Laurie Crocker.

# MEDIA KIT FOR GRANTEES

## **TAG US ON SOCIAL MEDIA**

We love when you tag us on social media! We try our best to reshare your posts. Here are our social handles and website.





If you are a 100 Women Strong grantee, you can also tag its account too!



## **LET US HELP TELL YOUR STORY**

We encourage you to send us copies of publications or media coverage that mention your grant. Please submit photographs – one or two images that best show your grant project, plus a brief description – that could be used for CFF’s social media, website and/or newsletter.

### **Things to Remember**

-  Include any photography credit, if necessary
-  While we prefer hi-res images, iPhone and Android images are acceptable.