

Publicizing Your Grant from Napa Valley Community Foundation

Your organization has received a grant from a Community Impact Fund at Napa Valley Community Foundation. When the good news of your grant gets publicized, the benefits are widespread. Your organization receives positive attention for the important work you are doing, which can spark the interest of other funders. The Community Foundation and its donors are recognized, promoting more investment in community projects. Below are some tips for publicizing your grant.

Where to publicize your grant

- Include news of your grant in any publications you produce for internal or external distribution, such as newsletters, brochures, annual reports, programs, lists of supporters, etc.
- Contact local media, including newspapers and magazines, using either a news release or personal phone call.
- Include the Community Foundation's name and logo on signs or plaques that recognize donors at events or on facilities.

Crediting the Community Foundation

- We think your communications should focus on your organization, not on the Community Foundation, and ask only that the Community Foundation be recognized for its support.
- In any grant announcements, or any printed or visual materials mentioning the Community Foundation, please use the following text: *The (name of organization project/event) is supported by a grant from the (name of Fund), a Community Impact Fund at Napa Valley Community Foundation.* Note that your grant letter specifically mentions the grant amount, and the name of the Community Impact Fund that distributed the monies.
- If you want to include our logo, please contact us for electronic versions of it.
- When research or other work generated with support from the Community Foundation advocates a point of view, please use the following disclaimer: *The opinions expressed in this report are those of the authors and do not necessarily reflect the views of Napa Valley Community Foundation.*
- Please use the following paragraph in describing the Community Foundation: *For 15 years, Napa Valley Community Foundation has served as the philanthropic partner to hundreds of individuals, families, nonprofit agencies and corporations in Napa County. For more information, visit www.napavalleycf.org, or call 707.254.9565.*

The Community Foundation can help you by:

- Brainstorming ideas with you for getting the word out about your grant.
- Reviewing those portions of your news releases and other publicity materials that mention the Community Foundation, if you would like our assistance.
- Providing Community Foundation logos for your use, as appropriate.

Capturing Coverage

We would like to receive copies of materials or news clippings that mention your grant. In particular, we encourage you to submit photographs—one or two carefully chosen images (in .jpg format) that best illustrate the grant—that could be used in the Community Foundation's newsletter, annual report, or on our website.