



## Communications Guidelines for Grant Recipients

Congratulations on receiving a grant from the Community Foundation of West Georgia! Your grant has been made possible by generous donors who have contributed to the CFWG. Public recognition of your grant helps to encourage future contributions. CFWG has prepared this information to help you spread the news to your donors and the public.

### How does it benefit your organization to publicize your grant from the Community Foundation of West Georgia?

- You receive positive attention for the important work you are doing.
- Publicizing lends credibility to your efforts.
- The Community Foundation and its donors are recognized, raising awareness of giving.
- Other nonprofits learn about the Community Foundation's grants programs and are encouraged to contact the Foundation.

### The Grantee's responsibilities:

The following list provides ideas of acknowledging your grant internally and externally:

- **You must have permission from CFWG to post anything related to the Foundation.** For example, if you have social media posts about the grant project and reference CFWG, you must get permission first. It also applies to any form of advertising. Please contact Cindy Sanders, [cindy@cfwg.net](mailto:cindy@cfwg.net), for permission.
- **You must wait until CFWG formally announces grant recipients before posting on social media or your website.** If you have questions about this, please contact us prior to posting.
- **Include a funding credit when advertising your grant project** on flyers, programs, posters, ads, announcements, news releases, etc., including signs or plaques that recognize donors at events or on buildings. Use the Community Foundation logo.
- **You must have copyright permission from photographer or person in the photo, where applicable.** If you have professional photos, make sure you have permission to use the photos. If you have a photo of a person, make sure they give you permission to use their photo.
- **Notify your internal audiences** – staff, board members, volunteers, donors, clients – through social media, your website, meetings, minutes, internal bulletins, etc. Use the CFWG logo (See below for how to obtain the logo.) On your website, please include a link to the website ([cfwg.net](http://cfwg.net)), using the Foundation's logo where suitable.
- **Post news about your grant project on your social media channels and tag CFWG.** Post a photo on your social media pages that will create interest. Show the people you serve, the place you are improving, etc. Tag CFWG to increase your reach. CFWG uses Facebook and Instagram as media outlets to publicize grants.
- **Use the CFWG hashtags in your posts.** #cfwg #unleashingpotential
- **Utilize the CFWG color scheme in any graphics. Please see the Hex Color Chart below:**  
#12B4C9, #009C3F, #9EC621, #016391, #6A6B6E, #CFD4D9
- **Include a Community Foundation representative** in public events or announcements related to your grant.
- **Contact local news media** using a news release, e-mail or personal phone call. (See below for more information about this.) Use a photograph and caption to create more interest. Often the news media is more interested in hearing directly from a nonprofit and the people it benefits.
- **List CFWG the correct way on your website.** If you have received a grant from CFWG, please list your grant separately from your corporate sponsors and community partners on your website.

**CFWG's responsibilities:**

The Community Foundation seeks publicity for grants through the news media, social media and printed materials. The Foundation also:

- If tagged in your post, we will be sure to share on our account as well.
- Highlights interesting grant stories on our social media channels.
- Highlights Grantees each year through various media channels.
- Reviews news releases and other materials, at your request.
- Sends a representative to grant-related events, at your request, when possible.
- Provides acknowledgement language and Foundation logo for your use as needed.

**Acknowledging Your Grant**

- Please use this language to acknowledge your Community Foundation of West Georgia grant: *"This project was funded (or partially funded) by a grant from the Community Foundation of West Georgia."*
- If you received a Community Impact Grant, then you should say: *"This project was funded (or partially funded) by a Community Impact grant from the Community Foundation of West Georgia."*
- If you received a grant from the Power of the Purse fund, then you should say: *"This project was funded (or partially funded) by a Power of the Purse grant from the Community Foundation of West Georgia."*

**Foundation Description**

*If you need a description of the Community Foundation of West Georgia, please use the following:*

As a grassroots organization led by community champions, we rally changemakers around important issues, accelerate social innovation, and mobilize diverse resources for both social and financial return. A thriving community for all is possible with vision, knowledge, connections and resources to proactively work in concert.

**Logo Usage**

Please use the Foundation's logo with written acknowledgement where suitable. Please do not copy graphics or banners used elsewhere on our website pages.

Please let us know your plans so we can help you get the best results, especially if you are using the logo on non-print items such as clothing, vehicles or ads. We would prefer to review artwork for these materials before they are produced. If you are using the logo on your website, it should be linked to the Foundation's website, [cfwg.net](http://cfwg.net).

**\*\*Important Note: As of October 2021 the CFWG logo has been updated, you must contact the Foundation to get the new logo if you plan to use it.\*\***

**Submitting Materials to the Community Foundation**

We ask that you send us copies of publications or media coverage that mention your grant. We also would like to include your story on our social media outlets. Please send photos and a brief article to [cindy@cfwg.net](mailto:cindy@cfwg.net). Your photos and story may be used in other Foundation communication materials. The more interesting the photo and story, the more likely it is to be used!

**Contact Information**

If you have any questions about publicizing your grant, please contact Cindy Sanders at [cindy@cfwg.net](mailto:cindy@cfwg.net) or (770) 832-1462.