Congratulations on your grant approval!

Please know that your efforts are important and worthy of media attention. The Community Foundation has chosen to support your work based on specific criteria and through a competitive grant competition. Publicity and media coverage will help to ensure the success of the funded project, your organization and the Community Foundation of the Lowcountry. To help you communicate the impact of your work, we have created this Grantee Press Kit.

The Community Foundation is also working to more effectively capture the stories of our grantees. If you have a compelling story that you would like to share, please email Carolyn Torgersen, Vice President for Marketing and Communications. We will be featuring stories of our grantees in our newsletter, website and presentations. Telling your stories helps communicate to our donors the importance of giving to efforts like your own.

The following materials are intended for the use of Community Foundation of the Lowcountry grantees and will help you get the recognition your project and organization deserve. Here are some suggested ways to announce your project’s grant award:

**Press Releases**
Send out a press release announcing the grant award to your organization.
Send out press releases preceding and following your program’s events.
Invite local media, donors, and elected officials and provide photo opportunities when appropriate.
You may utilize the Sample Press Release

**In-House Publications**
Feature the grant award in any newsletters, donor update letters, or notifications your organizations has with its constituents.
You may utilize the Sample Newsletter Article

**Inform your government representatives**
Letters from community organization help legislators understand the importance of investing public funds in the Lowcountry
A list of elected officials serving the Lowcountry can be found here.
You may utilize the Sample Letter.

**Logos**
Public events and/or materials are expected to have an official Community Foundation of the Lowcountry logo clearly visible.
You may download the Sample Logo(s) provided below by clicking on the image and saving the image to your files. The logo(s) must be reproduced as a unit without alteration or distortion.

**Website**
Include the Community Foundation of the Lowcountry URL link on your website.

Please contact the Vice President for Marketing and Communications at ctorgersen@cf-lowcountry.org with any questions.
Sample News Release

Date

Contact Name:  
Title:  
Organization:  
Telephone Number:  
E-mail Address:  

FOR IMMEDIATE RELEASE

HEADLINE (Clear, brief explanation of your grant)  
Subtitle (Optional—if you need to expand on the headline)

City, SC—The _______________ organization is pleased to announce that it has received a $____ grant from the Community Foundation of the Lowcountry. The organization will use the funds for (project, activity, program, etc.)

Provide a brief summary about the project. Include key information such as the amount of people who will be served by the grant, how the project will help others, etc.

Use this paragraph for quotes from key leaders (board members, executive directors, etc.) associated with your organization, as well as others involved in the grant or participating in the project the grant is benefitting (individuals receiving assistance, volunteers, etc). Also have a quote from a leader at the Community Foundation and provide any other addition details about your project.

About Your Organization  
(Use this paragraph to briefly describe your organization, its background, etc.)

About the Community Foundation of the Lowcountry  
Founded in 1994, the mission of the community foundation is to strengthen community by connecting people, resources, and needs. In the years since inception, the Community Foundation of the Lowcountry and its family of funds have grown through additional gifts and investments and provided more than $28 million in grants to support local nonprofits.

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Sample Newsletter Article
Meet Our Partner – The Community Foundation of the Lowcountry
(Name of your Organization) has been chosen to receive a grant from the Community Foundation of the Lowcountry this year. (Name of your organization) was awarded a $___ grant from the Community Foundation to support (activity, program, etc.) after completing a grant proposal. The (program, activity, etc.) supported by the Community Foundation will (describe how the grant will help your project, including information about who will be served, that overall goal of the project, etc.).

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Sample Letter to State and Federal Supporters

(It is best to keep letters to state and federal agencies to one page. Provide specific details about your organization and its projects. With your letter, also send items like news coverage about your organization, promotional materials, or other resources that may help the recipient to better understand your organization and its work with the Community Foundation of the Lowcountry.)

Date

Name of Official:
Official’s Title:
Address:

Dear Title and Last Name:

The (name of your organization) is happy to announce that it has been awarded with a $____ grant from the Community Foundation of the Lowcountry. Thank you for your continued support of the Community Foundation of the Lowcountry.

With your support our organization will have the funds to (describe your project/activity/etc. that will benefit from the grant. Include information like who will be served, how the community will benefit, etc.)

We would like you to see how your support makes a difference in our organization in person, so we would like to extend an invitation to our (event/class/opening/etc.). (Explain that you have enclosed an invitation to your event taking place on, etc.) Until then I have enclosed our newsletter and some news releases to inform you of some of the events we are sharing with our community.

Thank you again for your support.

Sincerely,

Your Name

Your Title, Name of your Organization