



## Communication and Media Guidelines for Grant Recipients

Congratulations on receiving a grant from the Community Foundation of Greater Greensboro!

We are pleased to support your organization and happy to assist with publicity regarding your grant. Below are the Community Foundation of Greater Greensboro's communication and media policies. We encourage you to share your grant announcement with the news media as well as with your constituencies, directors, and potential donors via news release, social media, newsletter, and direct communication.

If you need assistance, contact the Marketing and Communications Department at (336) 790-7812.

### **News Releases**

Please do not use the abbreviation "CFGG". On first reference, please write, "The Community Foundation of Greater Greensboro". On subsequent references, please use "The Community Foundation".

Please use the following description for your grant: "a grant from the Community Grants Program of the Community Foundation of Greater Greensboro".

Please use the following boilerplate for the "About the Community Foundation of Greater Greensboro" section of your media releases and other communications:

*The Community Foundation of Greater Greensboro is a local, charitable giving organization with a proven history of making a real difference in our community. Since their founding in 1983, the Community Foundation has granted over \$330 million to hundreds of nonprofits. The Community Foundation is by, of, and for the Greensboro community. The Community Foundation manages over 700 charitable funds for individuals, families, businesses, foundations, and nonprofit organizations for a wide variety of community issues and priorities. It is because of these diverse relationships and variety of issues the Community Foundation funds that uniquely positions the organization to convene leaders to address the most pressing issues in our community. By that, no one knows Greensboro-or believes in its potential-like the Community Foundation of Greater Greensboro. Learn more about your community foundation at [cfgg.org](http://cfgg.org).*

### **Collateral Materials**

Please do not use the abbreviation "CFGG". On the first reference, please write or say, "The Community Foundation of Greater Greensboro". On subsequent references, please use "The Community Foundation". When referring to your grant in a newsletter, e-newsletter, annual report, brochure, or other appropriate printed collateral materials, please use the following description: "a grant from the Community Grants Program of the Community Foundation of Greater Greensboro".

### **Advertising and Signage/Plaques**

Please do not use the abbreviation "CFGG". If you must abbreviate, use "The Community Foundation". The Community Foundation of Greater Greensboro's logo and/or credit must appear in all printed advertising and signage/plaques as follows: "a grant from the Community Grants Program of the Community Foundation of Greater Greensboro".

### **Website and Social Media**

You may include an announcement on your organization's website and/or through social media regarding your grant. Please do not use the abbreviation "CFGG". On first reference, please say "The Community Foundation of Greater Greensboro". On subsequent references, please use "The Community Foundation". The credit should appear along with a hyperlink to the Community Foundation's website: [www.cfgg.org](http://www.cfgg.org) and/or a link to the Community Foundation's Facebook Page: {**Insert Facebook Page Link**} and Twitter {**Insert Twitter "@"**}

### **Logo:**

To access our official logo, please reach out to our VP of Marketing and Communications, Martin Acevedo, at [macevedo@cfgg.org](mailto:macevedo@cfgg.org)