



FOUNDATION FOR APPALACHIAN OHIO

Give. Grow. Create.

Grantee Press Kit

Congratulations on your grant! Let's spread the word!

It's time to tell your story. With grant funding to support your efforts, now is the time to tell others about your work, mission, project, or organization. This simple grantee press kit goes beyond the media to help you find the best ways to spread the word about your grant from the Foundation for Appalachian Ohio and what it will help make possible.

FAO often shares announcements of grants being made through press releases and other forms of outreach. If you would like to know if we are sharing the news of your grant in some way, please just give us a call at 740.753.1111.

If you have any questions about how to publicize or publicly acknowledge your grant, give us a call. We're here to help!

Help us tell your story...

The Foundation for Appalachian Ohio is always interested in sharing the stories of our grantees. Sharing the news of your good work and the support a grant provides to it helps FAO communicate the importance of supporting projects like yours with our donors. We often feature stories of our grantees in our marketing materials, including newsletters, annual report, website, and social media. If you have a story you would like to share, please contact Kelly Morman, Stewardship Associate, at kmorman@ffao.org or 740.753.1111.

And we love photos! Please send any and all along to us. Please be certain that when providing photos of students, classrooms, or private events that you secure a signed photo release. If you have questions or photos you would like to share, please contact Kelly Morman, Stewardship Associate, at kmorman@ffao.org or 740.753.1111.

Share your story...

The following materials are intended for your use as a Foundation for Appalachian Ohio grantee and will help you spread the word about your grant, your program, and the good work you are doing.

How to reference the grant

Whenever you refer to the program being funded with this grant to the media, you should clearly indicate the support of the Foundation for Appalachian Ohio (or in the case of funding from one of our specific funds or grant programs – the support of the XYZ Fund through the Foundation for Appalachian Ohio).

Using FAO's Logo

If you would like to use FAO's logo (or that of a fund) to show grant support to your organization or project, please contact Kelly Morman, Stewardship Associate, at kmorman@ffao.org or 740.753.1111.

Here are some ways to announce your project's grant award:

Press Release

- Issue a press release announcing the grant award.
- Use the **Sample Press Release** included in this guide as your template to tailor.

Offline & Online Publications

- Feature the grant award in newsletters, eblasts, donor update letters, and on your website. Include a compelling photo of the project or the people you are serving.
- Use the **Sample Newsletter Article** as a guideline.

Social Media

- Highlight the grant and your work on your social media accounts
- FAO currently has a Facebook account so tag us in your post and we will do our best to mention your work as well and help expand your post's reach
- Like the FAO Facebook page so that if we feature you, you can share it while also keeping up on other FAO news

What to do moving forward?

You can keep buzz going about your project, its impact, and your organization over time too:

- Continue to share updates with FAO as well as any media coverage on your project (save this for your final report too!)
- Consider hosting events to mark your project's major milestones. Mark the occasion with media coverage or press releases
- Include donors, elected officials, and community leaders in photo opportunities
- Share updates on social media accounts

Sample Newsletter Article for Grantees

Meet our partner...the Foundation for Appalachian Ohio

Have you heard that *(organization name)* has received a *\$XXX* grant from the *XYZ Fund* through the Foundation for Appalachian Ohio this year? These funds will be used to support our *XXX* project, and will directly help us to *(insert details; include who the project will serve, the overall goal and how it relates to your mission)*.

(Insert short quote from your president, executive director or board chair about the impact this grant will have on the organization and its project. Use the opportunity to ask constituents for additional support, if needed.)

The Foundation for Appalachian Ohio (FAO) is a regional community foundation serving the 32 counties of Appalachian Ohio. With the mission of creating opportunities for Appalachian Ohio's citizens and communities by inspiring and supporting philanthropy, FAO partners with donors, nonprofits, and communities across the region. By growing philanthropic resources, convening partners around issues of importance, and making grants, FAO is working to ensure Appalachian Ohio is a region abundant in possibility. To learn more, please visit www.AppalachianOhio.org.

Sample Press Release

FOR IMMEDIATE RELEASE: DATE

Contact Name, Organization, Title

Contact Phone Number and Email Address

ORGANIZATION RECEIVES GRANT FROM XYZ FUND THROUGH THE FOUNDATION FOR APPALACHIAN OHIO FOR XXX

City, Ohio – **Organization** is pleased to announce it has received a \$XXX grant from the Foundation for Appalachian Ohio. These funds will support the *(program name; details)*.

(Briefly summarize the project. Describe who will be served by the grant, the overall goal and how it relates to your mission. Feel free to indicate any other sources of funding.)

(Insert short quote from your president, executive director or board chair about the impact this grant will have on the organization and its project.)

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(Ask the Foundation to supply a quote and specific language regarding your grant type, or for specific information on the Fund providing the grant, email the Annual Fund and Communications Associate at kmorman@ffao.org.)

For more information regarding **YOUR PROGRAM**, visit **WEBSITE/INFORMATION**.

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About your organization

(insert boilerplate)

About the Foundation for Appalachian Ohio

The Foundation for Appalachian Ohio (FAO) is a regional community foundation serving the 32 counties of Appalachian Ohio. A 501(c)(3) public charity, the Foundation creates opportunities for Appalachian Ohio's citizens and communities by inspiring and supporting philanthropy. For more information about FAO, visit www.appalachianohio.org.

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