

Grantee Press Kit

**A GUIDE TO PUBLICIZING YOUR FEDERAL AMERICAN RESCUE PLAN
(ARP) GRANT FROM THE COMMUNITY FOUNDATION OF ANNE
ARUNDEL COUNTY**



Congratulations on receiving a grant from the Community Foundation of Anne Arundel County!

The following guidelines are intended to help you publicize your program. If you have any questions, email [Ashley Robison St. Clair](mailto:Ashley.Robison@cfaac.org), Marketing and Communications Coordinator.

The Community Foundation of Anne Arundel County (CFAAC) publicizes grants and grant stories through media relations, social media, publications, and our website. We encourage you to share success stories and photos so we can promote partnerships throughout Anne Arundel County.

WHAT YOU CAN DO

A grant from CFAAC is a partnership. Your story is our story. It is also an occasion for CFAAC to acknowledge our donors and let them know how their gifts are being used to improve the quality of life in our community. You can publicize CFAAC's support through:

- **Your website** – Create a link on your website to our website www.cfaac.org. You can also include our logo where appropriate. See logo use details below.
- **Program/Event Signage**– We ask that you consider a banner or printed signage at the program or event made possible by the grant. An easy to print sign has been included below for your convenience, feel free to customize it to your organization/event. Please be sure to follow the logo guidelines below when customizing signage.
- **Contact local media** – Using the sample press release below, contact local news organizations (such as the Capital Gazette, What's Up Annapolis, Eye on Annapolis, or the Baltimore Sun) to let them know about your project and your grant from CFAAC. We would be happy to provide a quote for your press release that is specific to your organization.

Tell your community – Share information about your grant through your newsletters, annual reports, lists of supporters, and social media. When announcing the grant on social media, link to us on

- Facebook (facebook.com/cfaac)
- Instagram ([@communityfoundationaac](https://communityfoundationaac))
- X/Twitter ([@cfaac](https://cfaac)), and/or
- [LinkedIn](#). Use the CFAAC logo when appropriate and send us a high-resolution version of your logo.

Please use the hashtags #CFAAC and #CareConnectContribute where appropriate.

ACKNOWLEDGING A GRANT FROM THE COMMUNITY FOUNDATION

Use this language to acknowledge your grant from the Community Foundation of Anne Arundel County:

This project was funded (or funded in part) by a grant from the (Name of grant fund as indicated on your award letter), a Donor Advised Fund at CFAAC.

CFAAC NAME AND ABBREVIATIONS

CFAAC is the **only** approved abbreviation of the Community Foundation of Anne Arundel County. It can only be used after the first full listing of the name: Community Foundation of Anne Arundel County. The abbreviation should be defined in parenthesis after the first full listing of our full name, example: Community Foundation of Anne Arundel County (CFAAC).

If "the" appears before Community Foundation of Anne Arundel County, it should be lowercased (unless "the" is the first word of the sentence). "The" should never appear before the abbreviation CFAAC.

No other variations or abbreviations of the name are approved.

FOLLOW UP

We love it when grant recipients share pictures of programs or events, success stories, or any other newsworthy items! Please email any of these items to ashley@cfaac.org.

LOGO USE

CFAAC grants permission to use the provided logos when marketing your organizations receipt of a CFAAC grant. Provided logos must be used in accordance with the *CFAAC Logo Guidelines* outlined on the next page.

Please contact us if you need a different format of our logo than what was provided or if you have questions about logo usage.

CFAAC LOGO GUIDELINES



Thank you for including the Community Foundation of Anne Arundel County's logo in your print and digital materials. The CFAAC logo is available in .eps, .jpeg, and .png formats in full color, black, and white. These colors are approved for your use.

- If the logo is to be placed on a colored or photographic background, a transparent background on the logo is required. Please do not place the logo in a white box on a non-white background.
- Only scale the logo proportionately. Do not skew or distort the logo's aspect ratio (altering the height or the width independent of the other).
- Please do not rotate the logo, e.g. having it at a 90-degree angle.
- Please make sure the logo is large enough to be legible.

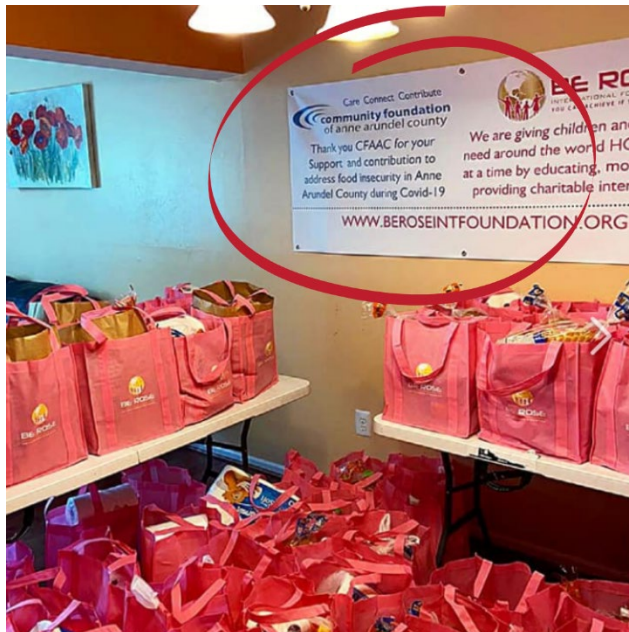


- Please do not crowd the logo. A good guideline is the size of the "m" in the logo should fit all the way around. See example below:



EXAMPLES

CFAAC appreciates when grantees announce their awards publicly, it greatly aids in our efforts provide support to programs like yours. We are always pleased to see grantees sharing their stories through signage, social media posts, newsletters, etc. below are a few great examples.



For questions about usage please email Ashley@cfaac.org.

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

For more information, contact:

Contact person name at your organization

Phone number

Email



YOUR ORGANIZATION'S NAME RECEIVES \$AMOUNT GRANT TO STATE WHAT GRANT WILL ACCOMPLISH

CITY, Maryland (Date) — Your organization's name has received a \$amount grant from the Community Foundation of Anne Arundel County (CFAAC) to support its type or name of initiative program. The award comes from the Name of grant fund as indicated on your award letter, a Donor Advised Fund at CFAAC.

Name, executive director of organization name, said the funds would be used to state your goals and intentions are for the program; use numbers if applicable (ex. feed 100 children). "In quote, include what you can do now that you couldn't do before as a result of the grant," executive director last name said.

We would be happy to provide a quote for your press release that is specific to your organization. If you would like a quote, please contact ashley@cfaac.org and provide three business days for the quote to be returned.

About Your Organization's Name

Organization name was started in year to state mission/vision. Today, it what is it doing now. Learn more about organization name at web address.

About CFAAC:

The Community Foundation of Anne Arundel County (CFAAC) is a tax-exempt, 501(c)(3), publicly supported philanthropic organization with the long-term goal of building permanent funds that provide support to local nonprofit organizations through grants and special projects. Our mission is to inspire and promote giving in Anne Arundel County by connecting people who care with causes that matter. Established in 1998, CFAAC is one of the largest funders of nonprofit organizations in Anne Arundel County. CFAAC distributes nearly \$5 to \$7 million annually. Learn more at www.cfaac.org.

-###-

NOTE: This template is provided for the convenience of our nonprofit partners, and organizations are welcome to follow their standard press release template if applicable. Please be sure to include the "About CFAAC" information in its entirety without modification in your organizations official press release. The CFAAC logo should not appear on your press release without prior approval.

If you have any questions, please email Ashley@cfaac.org.

This project has been funded by the
**Name of grant fund as indicated on your
award letter**, a Donor Advised Fund at:



www.cfaac.org