

Grantee Press Kit

**A GUIDE TO PUBLIZING YOUR FUND FOR ANNE ARUNDEL GRANT
FROM THE COMMUNITY FOUNDATION OF ANNE ARUNDEL COUNTY**

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

We're thrilled to support your work and want to help you share your story. The following guidelines will help you publicize your program and recognize the support of the Community Foundation of Anne Arundel County (CFAAC). If you have any questions, please contact Ashley Robison St. Clair, Marketing and Communications Manager at ashley@cfaac.org.

PROMOTING YOUR GRANT

CFAAC actively promotes grants and grantees through media outreach, social media, publications, and our website. We encourage you to share photos and success stories so we can highlight our shared impact across Anne Arundel County.

HOW YOU CAN ACKNOWLEDGE CFAAC SUPPORT

Receiving a grant from CFAAC represents a partnership. Sharing your story helps us celebrate our donors and demonstrate how philanthropy is improving lives throughout our community. Here are a few ways to publicize your grant:

- **Website Recognition:** Include a mention of your grant on your website and link to www.cfaac.org. You may also use the CFAAC logo in accordance with our logo guidelines (see below).
- **Program or Event Signage:** If your program or event was made possible by CFAAC support, please display signage acknowledging our contribution. A printable sign is included for your convenience, and you are welcome to customize it to reflect your organization. Be sure to follow our logo guidelines when creating materials.
- **Press Outreach:** Use the sample press release included to contact local media (e.g., *The Capital Gazette*, *What's Up? Annapolis*, *Eye on Annapolis*, or *The Baltimore Sun*). CFAAC is happy to provide a tailored quote to include in your announcement—just let us know.
- **Share with Your Audience:** Announce your grant in newsletters, annual reports, donor lists, and on social media. Please tag CFAAC and use our hashtags so we can help amplify your message:
 - Facebook: facebook.com/cfaac
 - Instagram: instagram.com/communityfoundationaac
 - LinkedIn: [Community Foundation of Anne Arundel County](https://CommunityFoundationofAnneArundelCounty)
 - Hashtags: #CFAAC and #CareConnectContribute

Please include the CFAAC logo where appropriate and send us a high-resolution version of your organization's logo for our promotional use.

SAMPLE GRANT ACKNOWLEDGMENT LANGUAGE

Please use the following language to acknowledge your grant from CFAAC in publications and signage:

"This project was funded [or funded in part] by a grant from the Fund for Anne Arundel, a fund at the Community Foundation of Anne Arundel County."

FOLLOW-UP AND SHARING YOUR STORY

We love seeing the impact of your work! If you have photos from your program or event, a success story, or any other newsworthy updates, we encourage you to share them with us. Your stories help us show the power of philanthropy and the importance of our partnerships. Please send photos, stories, or updates to ashley@cfaac.org.

CFAAC NAME AND ABBREVIATION GUIDELINES

First Use: Always spell out the full name — *Community Foundation of Anne Arundel County* — on first reference.

Abbreviation: The only approved abbreviation is **CFAAC**, which should appear in parentheses immediately after the first use of the full name:

Example: Community Foundation of Anne Arundel County (CFAAC)

Subsequent Use: After the full name and abbreviation have been introduced, **CFAAC** may be used alone.

Use of "the":

- When using "the" before *Community Foundation of Anne Arundel County*, lowercase it unless it begins a sentence.
 - *Correct: We received a grant from the Community Foundation of Anne Arundel County.*
 - *Correct: The Community Foundation of Anne Arundel County awarded several grants.*
- Never use "the" before **CFAAC**.
 - *Incorrect: The CFAAC awarded a grant.*
 - *Correct: CFAAC awarded a grant.*

Fund for Anne Arundel (FFAA)

- Always spell out Fund for Anne Arundel on first reference.
- The approved abbreviation is FFAA, and it must appear in parentheses after the full name on first mention. *Example: Fund for Anne Arundel (FFAA)*
- No other variations or abbreviations are permitted.

CFAAC LOGO GUIDELINES

Thank you for including CFAAC logo in your print and digital materials to acknowledge your grant. You are welcome to use the logo, and we appreciate your efforts to help promote our shared impact.

Available Formats and Colors: The CFAAC logo is available in the following formats: .eps, .jpeg, and .png, in full color, black, and white. These are the only approved color variations for use. The FFAA logo is only available in full color.



FUND FOR ANNE ARUNDEL

HEALTHY CHILDREN. THRIVING CHILDREN. SUCCESSFUL CHILDREN.

The Community Foundation of Anne Arundel County

Backgrounds: When placing the logo on a colored or photographic background, use a version with a transparent background. Do **not** place the logo in a white box unless the background is also white. (See example below.)



Proportions: Always scale the logo proportionally. Do **not** stretch, skew, or distort its dimensions. (See Figure 1.)

Legibility: Make sure the logo is large enough to be easily read and recognized. (See Figure 2.)

Orientation: Do not rotate the logo. It should always appear in its standard horizontal orientation. (See Figures 3 & 4.)



Figure 1



Figure 2



Figure 3



Figure 4

Clear Space: Always keep clear space around the logo equal to the height of two lowercase "m"s (**mm**). No text or graphics should enter this space. As a visual guide, the height of the first "F" in "Fund" should fit completely around the logo. (See examples below.)



EXAMPLES

We truly appreciate it when grantees publicly announce their awards. These acknowledgments help CFAAC continue to support important programs like yours. Here are some great ways others have shared their news:

- Program signage featuring the CFAAC logo
- Social media posts tagging CFAAC and using our hashtags
- Mentions in newsletters or on websites
- Press releases in local publications

We look forward to celebrating your work with you and amplifying your success!



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 Fund for Anne Arundel, a fund of 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.

CFAAC is happy to provide a custom quote for your press release. To request one, please email ashley@cfaac.org and allow three business days for a response.

About Your Organization's Name

Organization name was started in year to state mission/vision. Today, it brief description of current work or impact. Learn more 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.

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Note: This sample is provided for your convenience. Organizations are welcome to use their own press release format, but **please include the "About CFAAC" section in full without modification.** The CFAAC logo should not appear on your press release without prior approval.

Questions? Contact Ashley Robison St. Clair at ashley@cfaac.org.

This project has been funded by a
Fund for Anne Arundel grant from:



www.cfaac.org