



Congratulations on your recent grant from the Community Foundation of Abilene! We are pleased to provide funding to your organization. Sharing the news of your grant helps you by promoting your good work; recognizing the Foundation as a source of support can also lend credibility to your efforts and can promote further giving in Abilene.

The following guidelines are intended to assist you in communications about your grant. Please forward this information to the appropriate person in your organization.

#### **GENERAL PUBLICITY ON YOUR GRANT:**

- When you sign the grant acceptance letter, you are committing your organization to publicize the grant. You may include news of your grant in publications, press releases, newsletters, brochures, annual reports, websites, videotapes, DVDs, advertisements, reports, direct mail, or other outreach materials.
- Include the Foundation's logo in advertisements, signage, programs, brochures, etc. as appropriate. **Please note that the Foundation's logo changed in June 2006.** Contact Nancy Roberts, Director of Communications and Marketing, at 325-676-3883 or [nroberts@cfabilene.org](mailto:nroberts@cfabilene.org) for a new CFA logo file.
- Include a credit of the Foundation when any program or project results in a service, product, performance, or other tangible outcome.
- All publicity mentioning support from the Community Foundation should include the grant amount and the Foundation's legal name.

***Example: "A \$5,000 grant was received from the Community Foundation of Abilene"***

- Consider, if appropriate, including a link to the Foundation's website ([www.cfabilene.org](http://www.cfabilene.org)) on your agency's website- e.g., in a list of supporters.

**When referencing support from the Foundation, please use this wording:**

#### **Discretionary Grant:**

*Support for this (program, activity, etc.) was provided by a grant from the Community Foundation of Abilene.*

**Donor Advised Fund or Field of Interest:**

*This grant has been made from the \_\_\_\_\_ (Donor Advised Fund or Field of Interest Fund) at the Community Foundation of Abilene.*

**LET US KNOW:**

Please send us copies of the final versions of any materials that mention your grant from the Community Foundation of Abilene. Also, continue to let us know –beyond the progress reports you submit, how your grant is addressing the issues you are working on. We are always on the lookout for success stories that can be used in the Foundation’s own marketing efforts.

**HOW WE CAN HELP:**

We can help in the following ways:

- We can visit with you about how your grant can be publicized.
- We can provide a CFA banner for special events.
- We can provide a CFA staff member and/or trustee, when available, to represent the Foundation at events related to your grant.

**For Press Releases, please include, along with a description of your agency, the following:**

*The Community Foundation of Abilene collects, invests, and administers charitable endowments for the benefit of our community. We make grants that make our community better.*

*The Community Foundation of Abilene, with community assets of over \$85 million, is a nonprofit grantmaker and community builder. The Foundation’s ultimate goal is to give back to the community for generations to come through grantmaking, endowment building and leading initiatives for important community needs. For more information see [www.cfabilene.org](http://www.cfabilene.org).*

If you have any questions, please contact Nancy Roberts, Communication and Marketing Director, at 325-676-3883 or [nroberts@cfabilene.org](mailto:nroberts@cfabilene.org).