



Public Relations & Media Packet

As a grantee, your organization is one of Bay Area Community Foundation's valued partners. We want to promote the successes of this community and help your organization achieve its goals. As a part of that, we wish to share your grant impact stories. We also request that you provide some kind of public announcement of your grant through Bay Area Community Foundation. Please take a moment to read through our guidelines below and contact either BACF's CEO or communications officer with any questions. We can't wait to tell your story!

Photography & Video

Bay Area Community Foundation likes to share grant impact stories on the web, on social media, and in print materials. **Please notify the Foundation of any special events or programs you will be hosting in conjunction with the grant award.** BACF may wish to send a photographer to the event or to your organization to gather photos for storytelling. If BACF sends a staff photographer, you may receive copies of the edited photos to use for your own promotion and materials.

We also encourage you to take your own photos to tell your grant story and share them with us. Please note that you need to have permission of anyone in the photo including a signed photo release. If you would like to use the form that BACF uses, please contact the communications officer for a copy.

Press Releases and Public Relations

A press release announcing grants received from BACF can be distributed to local media to help build exposure to your program. A press release template is on the last page of this packet. Contact BACF's communications program officer for an updated list of media contacts. Please refer to the identity standards when mentioning Bay Area Community Foundation in your publications.

BACF reserves the right to include your organization and grant in any publications including press releases, social media, web content, and print publications.

Social Media Mentions

We often share grant impact stories on our social media accounts, and we encourage you to do the same. When including text in a post, make sure to include Bay Area Community Foundation's name (while adhering to BACF identity standards).

Facebook post: Please tag BACF’s Facebook page in the post by typing the @ symbol before typing our name. If you need help doing this, please contact BACF’s communications officer. Tagging BACF in your post will notify BACF and allow us to “like” and “share” this content on our own page if appropriate.

Other Social Media: Please feel free to post on other social media sites as well using our identity standards below as a guide. If you do, please send the Foundation a link so that we can view it.

Identity Standards

As the Bay Area Community Foundation (BACF) has grown, visibility of BACF’s presence in the area has become increasingly important. Our brand symbolizes how we shape relations with community donors, stakeholders, and grantees and is a reflection of the Foundation’s mission and vision statements.

Please help us keep a consistent branding image by adhering to our identity standards.

Logo: Use of the BACF brand, logo, or trademarks must be approved by BACF CEO or communications officer to ensure the communication adheres to our mission. We are happy to work with you to make sure the communication going out accurately and positively represents both BACF and your organization. Once approved, you will be sent a PDF, JPEG, or PNG of the BACF logo via email.

Spacing: The BACF logo must have sufficient space surrounding it. The logo must be unencumbered and disassociated from all other logos or text placed on the same page or in the same area.

Size: The logo should appear prominently (no smaller than 7/8 inch) and should never be stretched or distorted in any way.

Color: Do not change the color of the BACF logo under any circumstances. If you need the logo to be placed on a dark background or in a black and white publication, please let the communications officer know, and you will be sent an appropriate image.

Name: The official name “Bay Area Community Foundation” must be used in all publications or announcements, not just the fund name. When including the fund name, it should be in the following format: “XYZ fund at Bay Area Community Foundation.”

Questions?

Contact donor relations and communications officer Maggie Dwan at 989-893-4438 or maggied@bayfoundation.org.

PRESS RELEASE (template)

FOR IMMEDIATE RELEASE

CONTACT:

[contact name, position]

[your organization's name]

[phone number]

[email address]

[ORGANIZATION NAME] PLANS TO [DESCRIPTION OF PROGRAM/PROJECT]

A grant from Bay Area Community Foundation Helped Fund this New Initiative

BAY CITY, MI – *[Insert Date, 20XX]* – [Organization Name] received \$[grant amount] from the [name of fund] at Bay Area Community Foundation. These funds will support [insert project/program description].

[Briefly summarize the project/program by including who will benefit, the overall goal, and how it relates to your mission. Include how it may build off of your current programming or needs and how it will make a difference for the long-term.].

[Insert a quote here from your CEO or Board Chair about the importance of this program and the funding for it.]

The Bay Area Community Foundation awards grants twice a year to local nonprofits and 501(c)(3)s in Bay and Arenac Counties. The Foundation's mission is to fulfill a wide array of donors' charitable wishes by building permanent endowment funds and serving as a leader for community improvement through effective grantmaking and collaboration.

[Insert last details such as any applicable dates, how to get involved and learn more, and a link to your website. Example: This free food program will be available based upon an application process and will take place on December 2. To learn more or fill out an application, visit www.yourorganization.com]

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About [Your Organization Name]

[Insert "about" your organization. 75-100 words]