

Publicity Guidelines and Sample Press Release

When you publicize a grant received, your organization's work receives attention and gains credibility by association with the comprehensive grant review process. Coastal Community Foundation submits press releases and publicizes your name in our newsletter, but the media is typically interested in hearing directly from grantees.

Please reference the sample press release below. We are here to aid you in brainstorming ideas for getting the word out about your grant, and to review your news releases and other promotional materials.

TIPS FOR LISTING A GRANT:

- News releases should be written in "pyramid style", identifying the information of greatest importance first.
- Do not indent paragraphs and always double-space between paragraphs for readability and to allow an editor to make notes.
- Review thoroughly for factual and typographical errors.
- Submit Press Releases on your agency's letterhead.
- List our name in full when it first appears in the Press Release or story as Coastal Community Foundation (there is no "The" in our name). All other mentions can be listed as "the Foundation".
- Please include an acknowledgement of Coastal Community Foundation's funding of your project in all promotional materials you deem appropriate. This helps the community understand how we support outstanding organizations in the region.
- Specify the exact name of the fund that provided your grant in every recognition.
- Submit photographs to us illustrating how your grant project benefits the community for possible use in our newsletter, website, or annual report.
- Put us on your PR Mailing list. We appreciate receiving copies of news releases and newsletter articles that mention Coastal Community Foundation.

SAMPLE PRESS RELEASE:

P R E S S R E L E A S E FOR IMMEDIATE RELEASE

CONTACT: Christine Beddia
843-723-5736 x108

[Name of organization] receives [\$ amount] grant
from Coastal Community Foundation

City/Town name: [Your organization's name] of [your community] has received a [\$ amount] grant from Coastal Community Foundation to fund [summarize general type of program/project, in one sentence].

[Your organization] is a nonprofit organization serving [geographic area] with [type of service you provide]. OPTIONAL: a brief sentence that summarizes the good you have done; for example: "Established in 19__, [the organization has helped hundreds of local women achieve economic stability through workforce training and job placement.]"

The Coastal Community Foundation grant will be used to ...[get more specific here about what your project entails, and how it will benefit the people your organization serves. Length could be anywhere from a couple of sentences up to a few paragraphs, but keep total news release length to two pages or less. If they need more info, send a fact sheet or other BRIEF background – a reporter will ask you if they need more.]

You could then include a quote here from your board chair or executive director, “saying why the funds will be so helpful and what they will allow you to accomplish.”

[Please include the following paragraph at the end of your press release]

Established in 1974, Coastal Community Foundation is a public grant making foundation that fosters philanthropy fore the lasting good of the community in Beaufort, Berkeley Charleston, Colleton, Dorchester, Georgetown, Hampton and Jasper Counties.

Thousands of families, businesses, individuals and organizations have built over 525 funds and endowments at the Foundation to benefit specific charities in six areas of community life - education, basic human needs, conservation and preservation, arts, health and neighborhood/community development. In its 34-year history, Coastal Community Foundation has awarded more than \$75 million in grants.

Last year, the Foundation’s funds generated over \$11.7 million for charitable programming, community projects, educational initiatives and scholarships.

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[You can end your article with a referral paragraph to encourage the reader to “act” on what they have read by sending them to a website or to a contact person in your organization.

e.g., “For more information on [your organization] or how you can support its community efforts, please call [contact name optional] at [your phone #], or visit our Website at www...”]