

# PUBLICITY GUIDELINES



## Why Publicize Grants?

Erie County Community Foundation is excited to partner with your nonprofit organization to enrich the lives of the people of Erie County by addressing community needs, providing leadership, and cultivating resources for a lasting impact. Publicizing our partnership can help both of our organizations grow, so we certainly appreciate opportunities and efforts to let community members and the media know about our work together.

As a grantee organization, we encourage you to make public announcements recognizing us as a funding partner. To be clear, there is no requirement for our nonprofit partners to publicize grants received from the Community Foundation. Additionally, not publicizing a grant will not diminish your organization's chances of receiving funding in the future. The Community Foundation, as part of our requirements of disclosure, will publish and distribute to local and regional media a press release highlighting each grantee organization and the amount granted to them in the current round. We also publish an annual Form 990 with this information included.

## How Can I Publicize a Grant?

If you choose to publicize a grant received from Erie County Community Foundation, please consider the below Ideas for announcing our partnership:

- Include news of a grant in publications or digital media, such as annual reports, newsletters, brochures, website, and social media posts. If you display the Erie County Community Foundation logo on your website or mention us in your social media, please actively link back to us so we can share the good news
  - Website <https://www.eriefoundation.org/>
  - Social Media Accounts: Facebook ECCF95 ; Instagram @ErieCCF ; LinkedIn @Erie County Community Foundation ; Twitter @erieccf ; Threads @ ErieCCF

- Contact local media, including newspapers, television stations, and digital news outlets when appropriate
- Include the Community Foundation's logo on brochures, digital media, signs or plaques that recognize funders at events or on facilities Please visit our Media Toolkit page for logos and usage guidelines

<https://www.eriefoundation.org/media-room>

## Referring to Erie County Community Foundation and Its Funds

Refer to the Foundation as “Erie County Community Foundation.” You may use “ECCF” or “the Community Foundation” as a second reference.

You can find the name(s) of the fund(s) or affiliated foundation that provided support to your organization in the official grant award letter. If you cannot find this information, please contact ECCF staff for clarification. Example: “Fund for Erie County, an unrestricted fund of Erie County Community Foundation.”

Additionally, we would appreciate if nonprofit organizations would include the following paragraph in all public announcements:

Erie County Community Foundation is a 501(c)(3) non-profit dedicated to building a thriving and vibrant Erie County, Ohio by addressing community needs, providing leadership, and cultivating resources for a lasting impact. The organization's primary purpose is to provide a means for people to make permanent gifts of assets to enhance the quality of life in Erie County, Ohio—today, tomorrow, and forever.

For any questions or additional information, please contact Paul Freeman, Director of Development and Marketing at [paulf@eriefoundation.org](mailto:paulf@eriefoundation.org)