

Grantee Communications Guidelines – Required as part of the Grant Agreement to promote grant program:

Congratulations on receiving a grant from the Women’s Foundation of Collier County (WFCC)! Your program is important and worthy of media attention, and we believe that publicity and media coverage will help ensure the success of your funded project, your organization, and WFCC. To help you communicate the impact of your work, we have provided promotional guidelines below.

See below the **promotional guidelines** to announce your project’s grant award. We require a Press Release as part of the grant agreement and strongly support your participation in the suggested areas. Your promotional activities will improve your visibility and help grow WFCC's support for Collier County.

1. Press Release – Required as part of WFCC Grant Agreement

- Issue a press release announcing the grant. Use the attached *Sample Release* as a guide.
- Some suggested outlets to send this to:

Naples Daily News- news@naplesnews.com
Gulfshore Business Daily-
info@gulfshorebusiness.com Naples Florida
Weekly - news@floridaweekly.com WINK TV-
assignments@winknews.com
FOX news-
news@fox4now.com NBC-
newstips@nbc-2.com
ABC- newstips@abcactionnews.com

Social media- Did you get a grant from the Women’s Foundation of Collier County? Tag us in a post with the hashtag #wfccgrants

We are at @wfcollierfl on Facebook and Instagram.

Facebook <https://www.facebook.com/WFCollierFL/>

Instagram <https://www.instagram.com/wfcollierfl/>

2. Offline & Online Publications

- Feature the grant award in newsletters, eblasts, donor update letters and on your website, and include a compelling photo of the project or the residents you are serving.
- Utilize the attached *Sample Newsletter Article* as a guide.

3. Inform Your Government Representatives and County Commissioners

- Letters from community organizations help legislators understand the importance of investing public funds in Collier County. A list of elected officials serving Collier County can be found at colliergov.net
- Use the attached *Sample Letter* to help you get started.

4. Send us Stories and Photos as they occur during the grant period.

- Compelling storytelling communicates to our audiences the importance of supporting projects like yours. That is why we feature stories of our grantees in our newsletters and social media. Do you have a story to share? Contact Cindi Withorn, Senior Director of Marketing and PR **at the Women's Foundation of Collier County**, at cwithorn@colliercf.org

About Logos

All related materials must have the Women's Foundation of Collier County's logo clearly visible. Please include the URL link <https://wfcollier.org/> on your website.

Please visit the [Press Kit page](#) to download logos in the desired format.

Contact Cindi Withorn at cwithorn@colliercf.org if you are unable to download the logos.

About the Women's Foundation of Collier County

Please visit the [Press Kit page](#) to obtain current boiler information

I. Sample Press Release for Grantees – Required as part of the WFCC Grant Agreement

FOR IMMEDIATE RELEASE

Contact Name, Organization, Title
Contact Phone Number and Email
Address

ORGANIZATION RECEIVES GRANT FROM THE WOMEN'S FOUNDATION OF COLLIER COUNTY FOR XXX

Naples, FL - (DATE) – **Organization** is pleased to announce it has received a \$XXX grant from the Women's Foundation of Collier County. These funds will support the *(program name; details)*.

(Briefly summarize the project. Describe who will be served by the grant, the overall goal and how it relates to your mission. Indicate any other sources of funding.)

(Insert short quote from your president, executive director or board chair about the impact this grant will have on the organization and its project.)

The Women's Foundation of Collier County awards annual grants through a competitive application and review process. Funding is made possible by donors who believe in the Women's Foundation and its ability to identify and grant to the most pressing needs of women and girls in Collier County.

About your organization

(insert boilerplate)

About the Women's Foundation of Collier County

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2. Sample Newsletter Article for Grantees

Meet our partner...the Women's Foundation of Collier County.

Have you heard that *(organization name)* has received a \$XXX grant from the Women's Foundation of Collier County this year? These funds will be used to support our XXX project, and will directly help us to *(insert details; include who the project will serve, the overall goal and how it relates to your mission. A picture or video link to who your project has served can help tell the story).*

(Insert short quote from your president, executive director or board chair about the impact this grant will have on the organization and its project. Use the opportunity to ask constituents for additional support, if needed.

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3. Sample Letter to Government Representatives

It is best to keep letters to state and federal agencies to one page. Give specific details about your organization and projects. Send copies of news clippings and promotional materials you feel will help the recipient better understand your work with the Foundation.

Date
Name
Title
Office
Address
City, FL Zip

Dear Title and Last Name:

We are pleased to report that we have received a \$XXX grant from the Women's Foundation of Collier County. These funds will allow us to *(Describe your grant project, who it will serve, the benefits to the community and to the region, the major milestones, etc.)*

Optional: In addition to the Women's Foundation of Collier County, we also have received financial support from other contributors, including *X, Y and Z*.

We invite you to attend our upcoming *(event/exhibit/open house/class/etc.)*. We would be honored to have you personally see how philanthropic support and grant making makes a difference in our organization. *(Invitations are enclosed; the event will take place on, etc.)* In the meantime, I'd like to share our latest newsletter and press releases on our project.

Sincerely,
Name
Title, Organization

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