



COMMUNICATION GUIDELINES FOR GRANT RECIPIENTS

The Community Foundation of Herkimer & Oneida Counties, Inc.
2608 Genesee Street, Utica, NY 13502 | P: 315-735-8212 | F: 315-735-9363
foundationhoc.org

Investments in our community are newsworthy and we encourage you to share this information with the local community. Please use this reference guide when crafting your messages for local media and social media to make sure you are properly referencing The Community Foundation and our generous donors.

We ask that you publicize The Community Foundation's investment **for at least one full year** from when the project begins on any materials or media stories developed during that time.

When mentioning or writing our name, please refer to the organization by its full name, The Community Foundation of Herkimer & Oneida Counties, on first reference. This can be shortened to The Community Foundation thereafter.

If you have any questions or need assistance, please contact Jacquie Klotzbach, director of public relations, at 315-731-3721 or jklotzbach@foundationhoc.org.

MASS MEDIA

TV & RADIO

When a representative from your organization is interviewed about the project being funded please mention that it was made possible by a grant from The Community Foundation.

PRESS RELEASES

A template press release is available at www.foundationhoc.org/marketing. We strongly encourage you to use this template and the information it contains to ensure that you are correctly referencing The Community Foundation and its generous donors.

We are happy to provide a quote for your press release. Please email jklotzbach@foundationhoc.org to request a quote from a Community Foundation representative.

All press releases that mention The Community Foundation MUST be reviewed by our director of marketing and communications BEFORE it is sent to the media. Please email a draft to jklotzbach@foundationhoc.org for review and approval.

PAID ADVERTISING

Any commercials or print advertisements created by your marketing staff/firm that mention The Community Foundation must be shared with our director of public relations at jklotzbach@foundationhoc.org for review prior to publication.

If you are including The Community Foundation's logo, please visit www.foundationhoc.org/marketing to download our current logos in the appropriate format.



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PRINTED MATERIALS

(Posters, Signage, Brochures, Sponsorship Booklets, etc.)

Printed materials linked to the funded project MUST include The Community Foundation's logo and/or mention of our investment. Please visit www.foundationhoc.org/marketing to download our current logos in the appropriate format.

All printed materials must be shared with The Community Foundation's director of public relations at jklotzbach@foundationhoc.org for review prior to publication.

For capital projects, please contact Jan Squadrito at jsquadrito@foundationhoc.org or 315-731-3728 to discuss appropriate naming opportunities.

INTERNAL COMMUNICATIONS

If you have a newsletter or other marketing tool that you're using internally to talk about our partnership we'd love to have a copy of it. Please feel free to share this with us via email to jklotzbach@foundationhoc.org or mail a copy to 2608 Genesee Street, Utica, NY 13502.

ONLINE MARKETING

WEBSITE

We ask that our logo be placed on your homepage, project page or other prominent place on your organization's website and linked to our website (www.foundationhoc.org).

Visit www.foundationhoc.org/marketing to download our current logos in the appropriate format.

SOCIAL MEDIA

Facebook (www.facebook.com/foundationhoc)

- Like The Community Foundation's page and we'll like your page
- Mention The Community Foundation in grant-related posts, photos and events

Twitter (@foundationhoc)

- Follow The Community Foundation and we'll follow you
- Mention The Community Foundation in grant-related posts and photos

Instagram (@foundationhoc)

- Follow The Community Foundation and we'll follow you
- Mention The Community Foundation in grant-related posts and photos



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FOUNDATION MARKETING

Telling your story helps to tell our story. There may be times when we ask to talk about your organization and its projects in a commercial, article or publication. Individuals featured in Community Foundation marketing will be required to sign a release.

You don't have to wait for us to come to you. If you have a success story or an outcome you're proud of, contact us so we can share that news with our donors and partners!