Communication Guidelines for Grant Recipients

***Please route this information to the person who is responsible for communications***

Your grant is made possible by generous donors who have contributed to the Greater Cincinnati Foundation for this purpose since 1963. Public recognition of your grant helps to encourage future contributions to this permanent community resource.

How does it benefit your organization to publicize your grant from GCF?
- You receive positive attention for the important work you are doing.
- The generosity of donors is recognized, encouraging giving to GCF’s Community Funds.
- Identifying GCF as a source of support lends credibility to your efforts.
- Other nonprofits learn about GCF’s grant programs and are encouraged to contact us.

GCF publicizes grants through the media, our website, and printed materials. We request that you acknowledge your grant through your own communications channels. Often, the media is more interested in hearing directly from a nonprofit and the people it benefits. If we coordinate our efforts, we can be more successful in getting the word out.

Grant Recipient Responsibilities
Please acknowledge your GCF grant (and the generosity of GCF’s donors) in as many of the following ways as possible for your organization:
- Publicize your GCF grant in external publications (please see language below).
- Notify internal audiences – staff, board members, volunteers, donors, clients – through meetings, minutes, internal bulletins, etc.
- Include a funding credit on flyers, programs, posters, advertisements, etc.
- Include The Greater Cincinnati Foundation on signs or plaques that recognize donors at events or on buildings, particularly if you have received a capital grant.
- Invite a GCF representative to attend or speak at public events or announcements related to your grant.
- Contact local media, including suburban papers, online media, and special interest publications as appropriate, using a news release, email, or personal phone call.
- If you mention the Foundation’s support on your website, please include a link to GCF’s site (www.gcfdn.org), using GCF’s logo where suitable (see “Logo Usage” below).
- Post news about your grant project on your social media channels.
- Seek publicity for grant projects through local media when grants are awarded.
- Highlight interesting grant stories through the GCF website and social media channels.
- Provide advice and feedback on your publicity efforts for your grant.
- Review news releases or other materials, at your request.
- Send a representative to grant-related events, at your request, when possible.
- Provide acknowledgement language and Foundation logos for your use as needed.

Acknowledging Your Grant
Please use this language to acknowledge your GCF grant: This project was funded (or funded in part) by a grant from The Greater Cincinnati Foundation.
Please refer to the Foundation as “the Greater Cincinnati Foundation.” You may use “GCF” on second reference.

**Important:** Your grant letter will specify whether a portion of your grant comes from a GCF regional funds (Northern Kentucky or Clermont Community funds). If so, please add “and from the Fund of the Greater Cincinnati Foundation.” If you have wording questions, please contact your program officer or GCF’s marketing department.

**Foundation Description**
If you need a description of the Foundation, please use the following:

*One of the nation’s leading community foundations, The Greater Cincinnati Foundation helps people make the most of their giving to build a better community. We believe in the power of philanthropy to change the lives of people and communities. As a community foundation, GCF creates a prosperous Greater Cincinnati by investing in thriving people and vibrant places. An effective steward of the community’s charitable resources since 1963, the Foundation inspires philanthropy in eight counties in Ohio, Kentucky, and Indiana. At the end of 2017, GCF had net assets of $636 million.*

**Logo Usage**
Please use our logo with written acknowledgement where suitable. Logos can be found at www.gcfdn.org/logo. Please let us know your plans so we can help you get the best results, especially if using the logo on non-print items, such as clothing, vehicles, or ads. We would prefer to review artwork for these materials before they are produced. If you are using the logo on the Web, it must be linked to GCF’s website (www.gcfdn.org).

**Submitting Materials and Contact Information**
Please send us copies or links of publications or media coverage that mention your grant. We would also like to use your story on our website. Please send photos and a brief article (150-200 words) to our marketing team at marketing@gcfdn.org. Your photos and story may also be used for other Foundation communication vehicles. If you have any questions about publicizing your grant, please contact GCF’s Marketing Department at 513-241-2880 or marketing@gcfdn.org.