



Community Foundation for Kingston & Area Grantee Media Kit

Grantee Media Kit - Introduction

Congratulations on receiving a grant from Community Foundation for Kingston & Area! As part of your grant, we have created this toolkit to provide you with ideas and resources to help you to share the news of your work and to celebrate your project's impact in our community.

By sharing your stories, photos, videos and quotes, you get to promote the positive impact of the meaningful work that your organization is carrying out in our community. We are happy to help increase awareness and help you publicize the important project work you and your team are facilitating with your grant funds.

Sample Newsletter Text

XXXX (Organization) receives \$XXX grant from Community Foundation for Kingston & Area

XXXX (project name) will now become a reality thanks to a partnership with the Community Foundation for Kingston & Area. We are pleased to have received a \$XXX grant that will directly help us to *(insert details; include who the project will serve, the overall goal and how it relates to your mission).*

(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.)

About the Community Foundation for Kingston & Area

The Community Foundation for Kingston & Area strengthens our community by connecting the generosity of donors with the energy and ideas of people and charities addressing local community needs. Together, we've been making meaningful and lasting impacts in our community since 1995. To learn more, please visit www.cfka.org

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Sample Media Release

Consider sending a media release to local newspapers, radio stations and/or television stations. This is an exciting opportunity to help raise awareness of your project's impact on our community. We would be happy to share our updated media e-mail contact list with you to help you spread the word about your project. Please contact us at info@cfka.org.

FOR IMMEDIATE RELEASE

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

(ORGANIZATION) RECEIVES GRANT FROM COMMUNITY FOUNDATION FOR KINGSTON & AREA IN SUPPORT OF XXX

City, On. (DATE) – (Organization) is pleased to announce it has received a \$XXX grant from the Community Foundation for Kingston & Area. 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.)

(If possible or applicable, insert a quote from a community member on the direct impact this grant will have on the community.)

The Community Foundation for Kingston & Area awards annual grants through a competitive application and review process. *(Ask the Community Foundation for Kingston & Area to supply a quote and specific language regarding your grant type by emailing info@cfka.org)*

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About your organization

(insert boilerplate information about your organization)

About the Community Foundation for Kingston & Area

The Community Foundation for Kingston & Area strengthens our community by connecting the generosity of donors with the energy and ideas of people and charities addressing local community needs.



It works with individuals and organizations to establish and grow endowment funds. Funds are invested, and income earned is used to provide charitable grants each year. Since 1995, the Foundation has granted more than \$12.5 million to a wide variety of charities.

It runs a Community Grants program to which all local charities are invited to apply. Over 355 local charities have been supported through this program to date. Two granting rounds are held each year, with applications due September 15 and February 15. For more information visit www.cfka.org.

Sample letter to government representative

It's best to keep letters to government representatives 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 and the project you are undertaking with your grant from the Community Foundation for Kingston & Area.

Date

Title and Name of Official

Office Title

Address

City, Prov. Postal Code

Dear Title and Last Name:

We are pleased to report that we have received a \$XXX grant from the Community Foundation for Kingston & Area. These funds will allow us to *(Describe your grant project. Include who it will serve, the benefits to the community and the region, the major milestones, etc.)*

Optional: In addition to the Community Foundation for Kingston & Area, 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 honoured to have you see firsthand how philanthropic support and grants are making a difference in our community. (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,

Your Name

Title, Organization

Social Media

We encourage you to use social media to share the news of your grant from the Community Foundation for Kingston & Area and the positive impact your organization is making in our community.

There are many social media channels for you to consider when telling your story. Below we have included some considerations for different social media channels and some ideas on content you might want to use.

Facebook

Facebook can be one of the best and easiest ways for you to connect with your community. When using Facebook to share news, you will want to remember some key pieces:

- **Be visual!** On Facebook, posts that have the most success have pictures with them to support the story you are telling. Don't be shy about adding images to help showcase your organization and the great work that you're doing.
- **Tag partners in your posts!** We want to help you spread the work about the great work being done by your organization. One of the best ways we can help you raise awareness is by sharing your news through our social channels. When you write a post that is relevant to your grant, please remember to include us at the end by writing "@CFKingstonArea". This will help us see when you have posted news.
- **Be direct!** Writing posts on Facebook allows you the opportunity to be lengthier in your posts and provide more content in your story. Try to keep your post fairly brief and highlight the key message early on in the post and direct people to your website for more information on the story.

Sample post:

We are thrilled to announce that we have received a \$XXX grant from @CFKingstonArea! This grant will allow us to (information on your project or program here). To learn more about this exciting work, please visit us at (website link). Thank you everyone for your support! (include picture of your team, program or project, if possible).

Twitter

Twitter is a great tool for automatically connecting with your community in real-time settings. You can easily connect with people who have the same interest or geographical location as you by using hashtags. Here are some key pieces to remember when writing your tweet:

- Be brief! On Twitter you are limited to 140 characters in your tweet (note that this does not count images)



- Hashtags! A hashtag allows you to connect with people who are using the same hashtag in their tweets. Some popular one's for you to consider include:
 - #YGK; #CFKA; #ygkevents; #kingstonontario, #ygknews
 - It would also be great if you could use #thanksCFKA when talking about one of your grants from us.
- Links: One way to save on character limit and help direct people on where they can find further information is to use a URL shortener so you can include your website address in your tweet. There are many free ones to use online, a great one to check out is bitly.com

Sample tweet:

We are thrilled to share we have received a grant from @CFKingstonArea! Read about the positive impact this will help us make here: ([bit.ly link](#))#YGK #thanksCFKA

Instagram

Instagram is a great way to tell your story through the use of images. Photographs involving people, animals, events and details about your project really help communicate the impact of those involved.

Chose a photo that captures the message you are trying to share.

Write a brief but engaging description of the photograph.

Include hashtags to have your image appear in community feeds that are elevate to your content. For example: If your photo is at an event in Kingston on food security, you might consider hashtags such as; #kingstonontario #ygkcharity #ygkeats #ygkevents #thanksCFKA

Tag any partners associated with the photo. For example: If the Community Foundation for Kingston & Area funded the project tag @CFKingstonArea , or if more than one organization worked on the project together, be sure to include all organizations using tags.

We are proud to share stories like yours on our social media channels. Help others see what you've accomplished, follow us on LinkedIn, on Facebook, Instagram and on Twitter at @CFKingstonArea and spread the good work happening in our community.

Logos

We encourage you to use our logo where suitable. To obtain a copy of the Community Foundation for Kingston & Area logo, please review our logo use guidelines and download the logos from <http://www.cfka.org/logos/>

If you need a different format of our logo than what is provided here, please email info@cfka.org or call 613.546.9696.