



Spread the News!



Congratulations on receiving a grant from the Chautauqua Region Community Foundation! This media kit was created to provide ideas and guidelines on how you can spread the great news to promote your good work, recognize the Community Foundation for its support and promote future giving in our community.

Press/Photo Release– Consider writing a press release and taking a photo on receiving your award. It should include:

- Your organization’s name, project information
- Results of project, anticipated results
- Mention of the **Chautauqua Region Community Foundation** and the fund that awarded the grant

Information can be sent to The Post-Journal, Jamestown Gazette, and/or Lakeside Ledger

Social Media/Website– Share your grant award through Facebook, Instagram, and your website.

- Facebook/Instagram– Including a photo can increase your engagement (“likes”, shares, etc.)- It could be a photo of the people you serve, the place you are improving, or simply staff jumping for joy! Have fun with it and be creative! You can also tag CRCF in the post to increase your reach.
- Website– Post the press release, or photo, on your website or consider writing a blog post about it. Include the foundation’s logo on your event page as a funder/supporter, if applicable.

Newsletters/Annual Reports/Brochures– Share your great news in other printed materials.

- Take a few sentences from your press release and personalize it.
- Include a photo that demonstrates how the grant will be used, even if its office equipment, people always enjoy visuals!

We hope this is helpful in sharing your grant award. **In some cases, the Community Foundation will contact organizations to set up a photo and put together an announcement.** If your organization has any questions, or needs assistance putting together a publicity piece, please contact Sarah Shelters, 661-3390 or sshelters@crcfonline.org.

Thank you for all you do for our community and for spreading your good news!