Do you want to increase your organization’s visibility?

Local and statewide news coverage, along with websites, Facebook, Twitter, Instagram, and other social media, provide many ways to publicize your grant award. Sharing the good news of your grant puts the spotlight on your work and can spark the interest of other funders and more investments in community projects.

The Maine Community Foundation can help too: We regularly publish stories about the work of grant recipients on Facebook, Twitter, and Instagram to spread the news to MaineCF’s broad online community of donors, nonprofits, and people who support our mission. Please consider sharing your photos and stories with us.

The following tips may help you get the word out about your grant. Please forward this information to the appropriate person in your organization.

MEDIA TIPS

Think visually: Attach high-resolution photos to your press releases. Avoid group photos or groundbreaking shovel shots. Photos of your work in action are the best way to grab attention. Seize the opportunity for publicity if your event or program is particularly visual. Would it be interesting for TV or online newspaper video?

Determine your audience: Make a list of reporters or editors at local newspapers and assignment editors at radio and TV stations who should receive your release.

Know deadlines: Weekly newspapers may require your release a week or more in advance of an event.

Keep your release short: Limit your press release to 250 words or fewer, with double spacing, a contact name, phone number, and email address. [See template on reverse.]

Think like an editor: Provide a substantive quote from someone involved in the project. Details matter. Answer the “who, what, when, where, and why” questions. Identify someone to be interviewed if a reporter calls.

Quote example: “This grant from the Maine Community Foundation will help our food pantry feed an additional 50 people per month. Food insecurity is a problem in our county, where 11 percent of residents live in poverty.”

Please refer to the grant fund named in your award letter: For example, “The Dirigo Food Pantry received a grant from the York County Fund of the Maine Community Foundation.”
Make it easy for the editor: Your email subject line should be the headline of your press release. Attach a Word file of the press release to the email version.

Your communications contact at MaineCF is Andrea Nemitz, 412-0836, or anemitz@mainecf.org. She can help you identify media contacts in your area, share your grant work on MaineCF’s social media, and answer questions about writing press releases.

--SAMPLE PRESS RELEASE--

(Your logo here with address)

FOR IMMEDIATE RELEASE CONTACT: (name of contact person) Date:
(e-mail address and/or phone number)

PANTRY RECEIVES GRANT TO SUPPLY FRESH PRODUCE

(PLACE OF ORIGIN OF RELEASE)—The Dirigo Food Pantry has received a $_____ grant from the (Name of Fund) of the Maine Community Foundation to bring more locally grown produce to low-income and elderly county residents.

“This grant will help many people who are struggling to feed their families,” said (Spokesperson Name), the pantry’s director. “Higher food prices and heating bills have increased the number of people who need assistance. This grant will help supply more fresh produce and at the same time support local farms.”

The nonprofit Dirigo Food Pantry was founded in 1985 with a mission to provide food and other services to people in need. Clients include families and individuals who are elderly, disabled, home bound, unemployed, or underemployed. For more information, call (your number).

Headquartered in Ellsworth, with additional personnel in Portland, Dover-Foxcroft, Rockport, and Mars Hill, the Maine Community Foundation works with donors and other partners to provide strong investments, personalized service, local expertise, and strategic giving to improve the quality of life for all Maine people. To learn more about the foundation, visit www.mainecf.org.

-- END --

Remember to include news of your grant in publications, newsletters, brochures, annual reports, website, Facebook, and other outlets. MaineCF appreciates receiving credit where appropriate.