



Media Tips for Grantees

Congratulations on your grant award from the Maine Community Foundation (MaineCF)! Now, let's get the word out about your organization and the great work you do in your community.

Share news of your grant award to help spark interest in your organization or project and broaden your audience.

Social media and website

- Share your MaineCF grant on social media and your website
- Include a relevant photo of your organization in action and a caption that describes the project and grant award
- Be sure to tag MaineCF so we can share your posts @mainecf

Annual reports and newsletters

- Include grant news in your organization's newsletters, annual reports, and e-blasts

Send a press release (see a sample press release below)

- Broaden your reach even further! Share your grant news with local newspapers, TV stations, and radio stations through a press release
- A press release should include the name of your organization, the fund from which you received the grant, and the purpose of the grant
- Keep it short – around 250 words
- Include a quote from your organization's director or person involved with the project on how the grant will impact your organization or project
- Be sure to include contact information should a reporter want to contact your organization
- Submit a relevant photo whenever possible
- We are happy to review press releases and offer suggestions

We're here to help!

Your communications contact at MaineCF is Taylor Mace, tmace@mainecf.org or 207-412-2018. She can help identify media contacts in your area, and answer questions about writing press releases.

Please find downloadable MaineCF logos here.

We regularly share grantee news on our social media and website to MaineCF's broad audience of donors, nonprofits, and people who support our mission. We would love to share your stories and photos!

--SAMPLE PRESS RELEASE--

[Your organization's logo here]

[Address]

CONTACT: [name of contact person]

[e-mail address and/or phone number]

[Date]

[Grantee Name] receives MaineCF grant for fresh produce

[LOCATION]—[Grantee] has received a \$_____ grant from the [name of fund] of the Maine Community Foundation (MaineCF) to bring more locally grown produce to older people and those with low incomes.

"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."

[Grantee] was founded in 1985 with a mission to provide food and other services to people in need. For more information, visit [grantee website] or contact [your name/contact info].

The Maine Community Foundation brings people and resources together to build a better Maine through strategic giving, community leadership, personalized service, local expertise and strong investments. To learn more about the foundation, visit www.mainecf.org.

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