



Congratulations on receiving a grant from the Wayne County Community Foundation!

This is a great achievement for your organization, and you probably want to share the good news with others. We created this toolkit to help you publicize your grant through social media, local press, and newsletters.

When referencing the foundation, please use "**Wayne County Community Foundation**". You can also use any of these talking points regarding the Foundation if you feel like it fits into your communications (eg: a press release or social media):

- The Wayne County Community Foundation is a tax-exempt 501(c)3 organization that connects donors with charitable opportunities and manages funds that provide long-term support for community needs.
- The Wayne County Community Foundation's mission is to connect people with financial and non-financial resources to improve the quality of life for all people in Wayne County.

Background information about the Foundation:

The Wayne County Community Foundation is a 501(c)3 public charity established in 1991 to serve the people of Wayne County, Pennsylvania. The Foundation connects donors with charitable opportunities and manages funds that provide long-term support for community needs.

Mission Statement:

To connect people with financial and non-financial resources to improve the quality of life for all people in Wayne County.

What does the Foundation do?

The Foundation pools charitable assets and invests them to generate sustainable funding for the community creating impact that lasts for generations to come.

- Administer charitable funds and endowments

- Award grants to local nonprofits
- Provide scholarships and educational funding
- Support community development initiatives
- Convene stakeholders around county-wide challenges in order to find solutions for progress

LOGO Use:

When using the Wayne County Community Foundation's logo, organizations should:

- Use official Foundation logo
- Include full organization name
- Avoid altering logo colors or proportions
- Tag Foundation @WayneCountyCommunityFoundation when using Facebook Instagram, or LinkedIn



Full color logo:

White logo:

Social Media:

Social media is an easy, free way to share your grant award news. The most used platforms are Facebook, Instagram, and Twitter. Here are some **post suggestions** for those that are looking for some inspiration:

"We are excited to share our grant award from the @WayneCountyCommunityFoundation for [name of program]. This funding will help us [impact statement]."

"We're honored to receive support from the @WayneCountyCommunityFoundation! This funding will help us [impact statement]. Together, we're making a difference in Wayne County, PA."

"Grateful to the @WayneCountyCommunityFoundation for supporting our work! This grant helps us [impact statement]."

Share how this award will impact your community, or what people can look forward to seeing as it is implemented. Try to use a conversational voice, as if you're sharing with a friend. Photos and videos that accompany your post get more engagement. You can create free images at Canva.com.

Be sure to tag the Wayne County Community Foundation when making your posts so that we can share it as well. Type "@waynecountycommunityfoundation" and it will pop up in your post.

Newsletters:

If you have a blog or a newsletter, this is a great way to share with your donors your exciting grant award. You can use the press release and the images for social media and plop them right into your newsletter.

Press Release:

A press release is a way to announce your story to the public through local media contacts. They share facts and information about your news and can include quotes from those involved in the project/activity. We have a basic press release template below you can follow or use to create your own.

When you send the email, we encourage you to copy the press release directly into the body of the email in addition to sending an attachment.

Your press release should include:

- a point person and their contact information on the press release for whom the media can call or email to get more information or an interview.
- your organization's address and/or website
- "For Immediate Release" at the top of the page

- a "boiler plate" at the end that gives the media a general sense of the work you do (such as your mission and significant impact in the community).

Press Release Template:

FOR IMMEDIATE RELEASE

Today's Date

Contact:

[Staff Name]

[Phone number]

[staff email]

[Organization Name] Receives Grant from the Wayne County Community Foundation

[City, State] — [Organization Name] is pleased to announce it has received a grant from the Wayne County Community Foundation in support of [program/project name].

The funding will support [brief description of impact—who it serves, what it does, and expected outcomes].

“We are grateful to the Wayne County Community Foundation for their continued investment in our community,” said [Name, Title].

The Wayne County Community Foundation supports nonprofit organizations that improve quality of life across Wayne County through grants, scholarships, and community initiatives. For more information visit Waynefoundation.org

[Boiler Plate]

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