



## Communications & Grant Recognition Guide

For grantees of Greater Worcester Community Foundation



# Introduction

## Congratulations on your grant!

Greater Worcester Community Foundation is proud to support the important work of nonprofit organizations serving our region.

We encourage you to publicly recognize your grant from the Foundation by sharing the news via a press release, newsletter, annual report listing, and social media posts.

Communicating about grants helps:

- Raise awareness of community needs and opportunities
- Highlight the work of nonprofit organizations
- Inspire community engagement and philanthropy
- Demonstrate the value of charitable investment
- Celebrate positive change throughout Central Massachusetts

This guide provides resources to help you:

- Acknowledge Foundation support
- Share grant announcements
- Develop media outreach
- Create social media content
- Tell compelling stories about community impact

The information provided is meant to serve as a guide only; there is no specific requirement for you to acknowledge your grant from Greater Worcester Community Foundation unless we have specified otherwise in your award letter.

If you do wish to acknowledge your grant, we ask that you follow the language and logo usage guidelines provided in this document.

## Acknowledging Foundation Support

Organizations are encouraged to acknowledge Foundation support in publications, presentations, websites, newsletters, annual reports and other public communications.

### Short Acknowledgment

This program is supported in part by a grant from Greater Worcester Community Foundation.

### Project-Specific Acknowledgment

[Organization Name] received a grant from Greater Worcester Community Foundation to support [project/program name].

### Expanded Acknowledgment

Support from Greater Worcester Community Foundation helps [Organization Name] expand access to [services/programs/opportunities] for residents throughout Central Massachusetts.



# How to Talk About Your Grant

## Foundation References

Upon first reference, please refer to the Foundation by its full name: Greater Worcester Community Foundation. After, either “the Foundation” or “GWCF” are acceptable references. Please do not precede GWCF with the word “the.”

We encourage you to mention the specific grant you received when possible. For example:

- This project is supported in part by a grant from Greater Worcester Community Foundation's **Community Grants** program.
- Our food pantry received a grant from the **Worcester County Food Bank Fund to End Hunger**.
- We are proud to be a grantee of Greater Worcester Community Foundation's **Facing Change** program.

## Tell the Story Behind the Grant

Consider answering these questions:

- What challenge is being addressed?
- What will the grant support?
- Who will benefit?
- What impact do you hope to achieve?

A strong grant messaging formula is to include **need + solution + impact**.

### Example:

As demand for food assistance continues to grow, support from Greater Worcester Community Foundation will help expand our community pantry, providing healthy food to more families across the region.

## Focus on Impact, Not Just Dollars

A grant announcement should focus not only on funding received but also on the difference that funding will make.

**Instead of:** We received a \$15,000 grant.

**Try:** A \$15,000 grant from Greater Worcester Community Foundation will help provide nutritious meals and educational programming to more than 300 seniors this year.



## Working with Local Media

Local media can help increase awareness of your organization's work and the impact of grant-funded programs.

Consider sharing news when:

- A grant is awarded
- A new program launches
- A major milestone is reached
- New data or outcomes become available
- A community event is planned
- Participant success stories emerge
- Building a media list

Potential outlets include:

- Community newspapers
- Regional newspapers
- Business publications
- Radio stations
- Television stations
- Community newsletters
- Online local news organizations

### Tips for Effective Media Outreach

#### Keep it Local

Explain why the story matters to local residents.

#### Include Real People

Stories about individuals and families often resonate more strongly than organizational announcements.

#### Provide Good Visuals

Include high-quality photos whenever possible.

#### Be Timely

Share information while it is still newsworthy.

We are happy to support your media outreach by offering a quote, reviewing a draft, or providing additional information about our grant program.

### Sample Press Release

FOR IMMEDIATE RELEASE

[Contact Information]

#### [Organization Name] Receives Grant from Greater Worcester Community Foundation to [describe impact]

[City, Massachusetts] — [Date]

[Organization Name] has received a [grant name if applicable] grant from Greater Worcester Community Foundation to support [program, initiative or project].

The funding will help [describe activities and purpose].

The project is designed to [describe expected outcomes and community benefit].

"[Quote describing the importance of the grant and its impact]," said [Name, Title].

Through this initiative, the organization expects to [serve people, expand services, improve access, create opportunities, etc.].

"[Second quote about community impact or organizational goals]," said [Name].

About [Organization Name]

[Insert organizational boilerplate describing mission, programs, populations served and service area.]

About Greater Worcester Community Foundation

Greater Worcester Community Foundation enhances our community through philanthropic leadership and collaborative action. The Foundation works with donors, nonprofit organizations and community partners to improve quality of life throughout Central Massachusetts.

For more information, visit [greaterworchester.org](http://greaterworchester.org).

#### Example title:

ABC Nonprofit Receives Grant from Greater Worcester Community Foundation to Expand Summer Employment Program

#### Example lead paragraph:

ABC Nonprofit has received a \$20,000 grant from Greater Worcester Community Foundation's Community Grants program to expand summer employment opportunities for Worcester teens. The funding will help connect 50 young people with paid work experiences and job readiness training.



## Logo Use

The Foundation logo may be used when recognizing grant support. We have two main logos available: horizontal and vertical. Both are available in color and in white.

### Please:

- Use only approved logo files
- Maintain adequate spacing around the logo
- Preserve logo proportions
- Use high-resolution files for print materials (we can send .EPS versions of our logo upon request)

### Please Do Not:

- Stretch or distort the logo
- Change logo colors
- Add visual effects or shadows
- Place the logo on busy backgrounds that affect readability

Our main logo is available to download in the Grantees section of our website. Please contact [communications@greaterworchester.org](mailto:communications@greaterworchester.org) if you require a different version or file type.

Horizontal Logo



Vertical Logo



## Logo Do's and Don'ts



**DO** use a white logo on colored backgrounds.



**DON'T** use a color logo on color backgrounds.



**DON'T** scale the logo any smaller than two vertical columns.



## Sharing Your Impact

We enjoy hearing about the progress of funded projects. Please feel free to share program launches, participant stories, major milestones, event invitations, news coverage, photos, and impact reports with us.

### Social Media

You are welcome to mention the Foundation in any social media content that highlights the receipt of your grant or content related to your funded program. Our links and handles are listed below:

**Facebook:** @greaterworchestercommunityfoundation

**Instagram:** @greaterworchestercommunityfoundation

**LinkedIn:** @greater-worcester-community

### Photography

We welcome high-resolution, good quality digital images from our grantees for use in our publications and website to better inform the public of the work of our grantees.

### Interviews & Media

If your organization hosts a podcast, YouTube channel, or would like to include Foundation staff, board members, or corporators in media coverage of the recent grant, please contact a member of our program team.



## Questions? We're happy to help.

You can reach Greater Worcester Community Foundation's Communications Team at:  
[communications@greaterworchester.org](mailto:communications@greaterworchester.org)

If you have questions about your grant, please contact your program officer or email  
[grants@greaterworchester.org](mailto:grants@greaterworchester.org)

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