

## Grantee Publicity Guidelines

---

We encourage you to publicize grants from [Communities Foundation of Texas](#) (CFT) and share information about your organization's work and role in the community. Identifying CFT as a source of support lends credibility to our collective efforts. CFT, too, will publicize its grants through news releases, digital and print publications, social media and our website. We encourage nonprofits to share success stories and photos of your organization with us so that we can cross-promote our work together to create a stronger impact in our community.

### TIPS ON HOW TO PUBLICIZE YOUR CFT GRANT

1. **Mention CFT's grant support in your organization's publicity vehicles**, including annual reports, brochures, flyers, newsletters, press releases, etc.

Please use the following language to acknowledge your grant CFT: *"Funding provided by <Name of Fund, i.e., the W. W. Caruth, Jr. Fund> at Communities Foundation of Texas."* Upon second mention can say the *"Caruth Fund at CFT"*. **Please always include Communities Foundation of Texas or CFT in conjunction with the fund name.** Do not use "Caruth Fund" alone. Also, please note that there should **not** be a "the" preceding "Communities Foundation of Texas."

2. **Issue a news release to the media** to garner coverage for your grant funding.

- Send all press outreach plans and materials *in advance for approval* to Nicole Paquette, Senior Manager of Marketing, [npaquette@cftexas.org](mailto:npaquette@cftexas.org), 214-750-4147.
- We welcome copies of publications or media coverage that mention your grant and will share this information with our donors and board members when appropriate.
- Adding photos to your stories and articles will help showcase the personal and important efforts of your organization.
- Boilerplate language for bottom of your release:

#### **About Communities Foundation of Texas**

With the goal of building thriving communities for all, [Communities Foundation of Texas](#) (CFT) works locally and across the state through a variety of charitable funds and strategic initiatives. The public foundation professionally manages 1,000 charitable funds for individuals, families, companies and nonprofits in addition to powering several key initiatives such as [W. W. Caruth, Jr. Fund at CFT](#), [Educate Texas at CFT](#) and [CFT's North Texas Giving Day](#). CFT has awarded more than \$1.9 billion in grants since its founding in 1953. Learn more at [cftexas.org](http://cftexas.org). Follow us on Facebook ([facebook.com/CFTexas](https://facebook.com/CFTexas)), Twitter ([twitter.com/GiveWisely](https://twitter.com/GiveWisely)) or Instagram ([instagram.com/communitiesfoundationoftexas/](https://instagram.com/communitiesfoundationoftexas/)).

**3. Tag Communities Foundation of Texas on social media** when you share stories of your work.

- Tagging videos, photos or quotes of your organization’s work funded by a CFT grant spreads the word to both of our audiences. Please follow and like us and share our posts when appropriate. We’ll do the same. **Please use hashtag #CFTImpact.**
- **You can find us on the following platforms:**
  - Facebook: [@CFTexas](#)
  - LinkedIn: [www.linkedin.com/company/communities-foundation-of-texas/](http://www.linkedin.com/company/communities-foundation-of-texas/)
  - Twitter: [@givewisely](#) Hashtag: #CFTImpact
  - Instagram: [@communitiesfoundationoftexas](#)
  - Website: [CFTexas.org](http://CFTexas.org)

**4. Equip us to tell your story.**

We are always seeking great grant stories to share. Send stories of your success and photos of your organization and/or work to [communications@cftexas.org](mailto:communications@cftexas.org). When submitting photos, please send high-resolution images that are program-related, plus a brief description that may be used on our website, social media, in our print and electronic newsletters or donor engagement pieces. By sending photos to us you acknowledge that you grant us the right to use such photos and images of all people included therein.

**5. Create a link on your website to CFTexas.org**

By including a link to our website, you help increase traffic to both sites. You can also include the CFT logo on your website, where appropriate. See “Logo Use” details below.

**6. Logo Use**

- If you’d like to feature our logo on print/digital materials relating to your grant, we would be happy to provide you with a high-resolution file. Please contact Nicole Paquette [npaquette@cftexas.org](mailto:npaquette@cftexas.org) with a note briefly describing the materials and how you plan to feature the logo, and she will send you the file.
- For logos, if possible, please use both the CFT and fund logos. If only one logo can be used in conjunction with the grant publicity, please the CFT logo for all donor-advised grants or the Caruth Fund logo for the Caruth grants.

**7. Include CFT on your PR Distribution List**

Please send copies of news releases and newsletter articles that mention CFT, as well as any newspaper articles that mention that you have received funding from us. This helps us amplify your good news!

***Please send copies of any publicity to:***

Nicole Paquette

Communities Foundation of Texas, 5500 Caruth Haven Lane, Dallas, Texas 75225

[communications@cftexas.org](mailto:communications@cftexas.org)