



Grantee Publicity Guidelines

Congratulations on your grant award! The Rockfall Foundation is pleased to have provided a grant to your organization. The following information on publicizing your project/program will hopefully help to ensure its continued success and also fulfill your obligation of recognizing The Rockfall Foundation as part of your grant acceptance. Marketing and promoting your efforts and your program's impact will help the community understand the important work that you do and, hopefully, garner greater support. Including the Foundation in your materials demonstrates how The Rockfall Foundation supports outstanding environmental programs in the Lower Connecticut River Valley region. ***We are here to help and are happy to assist you.***

Publicly Acknowledging Your Grant

There are several ways to publicize your grant award and share progress on your program. The following two are required per your grant agreement:

- Attend and display information about your program at The Rockfall Foundation Annual Meeting, Grants and Awards Celebration in October;
- Send The Rockfall Foundation six photos that we can share in our publications, on our website, and on social media. Be sure to secure a media release for all photo subjects.

There are many more ways that you can share the news and updates. Here are a few examples:

- Send a press release and photo of your program or the check presentation to local newspapers. We are happy to provide quotes for your press release. Use the following text to list your grant: 'Funding for the XYZ Program was provided by The Rockfall Foundation.'
- Create postings on Facebook (tag @rockfallfoundation), Twitter (tag @RockfallCT), LinkedIn (tag rockfall-foundation) and other social media. Be sure to include a photo - visuals generally increase people's willingness to read a piece of content by 80%;
- Include an article and photo in your printed or electronic newsletter;
- Include The Rockfall Foundation name or logo on program materials, such as brochures and posters (using approved style guide);
- Acknowledge The Rockfall Foundation in your annual report;
- Place signs on-site for projects with a permanent physical location;
- Place The Rockfall Foundation's logo on your website (using approved style guide);
- Verbally acknowledge The Rockfall Foundation at events related to your award;
- Send The Rockfall Foundation regular updates, photos, or videos that we can share in our publicity. Be sure to secure a media release for all photo and video subjects.

Style Guide

Our logo is available for electronic use and printed materials and will be emailed to you. Please use the following guidelines:

- If you post our logo on your website, please link it to www.rockfallfoundation.org
- Do not alter the logo in any way or distort by stretching its width or height.
- Do not display the logo in a manner that implies sponsorship or endorsement without explicit permission from the Foundation. Usage of the logo is limited to acknowledging your grant from the Foundation.

Written acknowledgement should be as "The Rockfall Foundation" with or without our official tagline: "*Greening and Growing the Lower Connecticut River Valley*"

Writing a Press Release

Send a press release to your local newspapers and news blogs (e.g., Patch.com, The Middletown Eye Blog, etc.) and add it to your website's "News" page.

Some tips for writing a basic release.

- Include the release in the body of an email, not as an attachment
- If you have attached a high-resolution photograph, mention that at the top of your email.
- Your email subject line should include the name of your organization and the grant amount. It should also be short.
- The first paragraph should echo your headline and cover Who, What, When, Where, Why.

The Rockfall Foundation Statement

Use the following statement in your press releases:

Founded in 1935 by Middletown philanthropist Clarence S. Wadsworth, The Rockfall Foundation is one of Connecticut's oldest environmental organizations. The Foundation supports environmental education, conservation and planning initiatives in the Lower Connecticut River Valley through public programs and grants. In addition, The Rockfall Foundation operates the historic deKoven House Community Center that offers meeting and event room rentals and office space for non-profit organizations. For additional information about The Rockfall Foundation or the Environmental Grants program, please visit www.rockfallfoundation.org or call 860-347-0340.

A sample press release is attached.

FOR IMMEDIATE RELEASE

Contact: Name, email@address.org, phone #

Photo Attached: Identity of those in the photo and any necessary photo credit to the photographer

LMNOP Receives \$3,000 Grant for Hiking Trails

ESSEX, CT - LMNOP, a non-profit organization that maintains open space for recreational and educational use in Essex, was recently awarded a \$3,000 grant from The Rockfall Foundation. The funds will be used to continue clearing trails and installing interpretive signs. Each year, hundreds of residents from Essex and surrounding towns enjoy use of the trails.

"This grant will help us to expand the trails and increase recreational use of the property while also continuing to educate residents about the natural setting," said John Smith, LMNOP Executive Director. "Grants like this help us to leverage other resources so we can maintain and improve programs that give residents more access to nature."

"The work of LMNOP helps to improve the quality of life in the region and we are very pleased to support this particular program," said Marilyn Ozols, president of The Rockfall Foundation. "We look forward to seeing the results of the project and learning about its benefits to all that make use of the trails."

LMNOP was founded in 1979 to preserve and protect open space in the Essex community. The organization is the primary steward for more than 400 acres of trails. Its programs include environmental education and nature discovery for all ages through the accessibility of the trails, guided walks with naturalists, conservation information, and other activities.

The Rockfall Foundation was founded by Middletown philanthropist Colonel Clarence S. Wadsworth in 1935 and has been greening and growing the Lower Connecticut River Valley since its inception. Through preservation of open space, public education programs, and grants to non-profit organizations, the Foundation supports environmental education, conservation and planning initiatives in order to enhance the quality of life for all. In addition, the Foundation operates the historic deKoven House Community Center with meeting rooms and office space for locally-based environmental non-profit organizations.

For additional information about LMNOP or the hiking trails program, please visit www.lmnop.org or call 555-555-5555.

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