



## FOUNDATION FOR METROWEST

### PUBLICITY GUIDELINES FOR GRANTEES

For this year's grant cycle, we are requesting that all grantees make an effort to publicize both the grant made by the Foundation for MetroWest and the program the Foundation is funding.

Grantees are expected to do the following:

- Write and distribute a press release announcing the grant or a program that the grant funds. If appropriate this can also be done as a joint press release with the Foundation.
- Mention the grant awarded in all of the grantee's publicity concerning the project, including any promotional or marketing materials relative to the grantee's grant that may be submitted for publication in internal and external newsletters, press releases, or on a website.
- Recognition on materials associated with the program funded by the grant, i.e. playbills, calendars, signage, podcasts, etc.
- Include the Foundation for MetroWest's name or logo with a link to our website on a list of supporters on the grantee's website.
- Provide the Foundation with images, logos, and quotes from the program that we can use in media and donor outreach.

### GUIDELINES FOR PUBLICITY

While taking these steps, the Foundation for MetroWest requests that you observe the following guidelines:

- Please forward us any mention of our grant awards to review prior to submission for publication.
- Always list the grantor by the full name: **Foundation for MetroWest**
- When appropriate, please include the following "boilerplate" paragraph:

The Foundation for MetroWest connects philanthropic opportunity with demonstrated need in MetroWest. We promote philanthropy in the region, help donors maximize the impact of their local giving, serve as a resource for local nonprofit organizations, and enhance the quality of life for all of our citizens. For more information please visit us online at [www.FoundationforMetroWest.org](http://www.FoundationforMetroWest.org).

- A copy of your news release and any resulting media coverage shall be forwarded to the Foundation.
- When using the Foundation's logo, please contact our office for the latest logo files.

Recognition for the Foundation for MetroWest grants is an important part of continuing to fund grant requests each year. We appreciate your cooperation and will work with your organization to meet these guidelines. If you have any questions, please contact Anna Brennan-Curry by email at [abrennancurry@foundationformetrowest.org](mailto:abrennancurry@foundationformetrowest.org) or by phone at (508) 647-2260 x 15.