**Grant Recipient Media Kit**

**Congratulations on your grant from UWCC!**

Your program is important to Charlotte County and worthy of media attention. Sharing the good news of your grant through press releases and other forms of publicity has several benefits. First, you receive positive attention for the good work you are doing. Second, UWCC and its donors are recognized. This raises awareness of the value of unrestricted giving and promotes philanthropy so that we can give more. Third, because our funding decisions are made by members of our community, identifying UWCC as a source of support lends credibility to your efforts.

The following materials are intended for the use of UWCC grantees and will help you get the recognition your project and organization deserve. Here are some suggested ways to announce your project’s grant award:

**Recognition**

Please acknowledge UWCC’s support with our name and logo in publications, programs and signage for any event or presentation funded that received grant funding.

Please always use our full name—United Way of Charlotte County. It should be used this way in all publicity material, including lists, newsletters, press releases, websites, etc. Using the abbreviation UWCC after the first mention is acceptable as well.

Where possible, please include the written acknowledgement below as well as the logo:

This grant was made possible by United Way of Charlotte County.

-Or-

This project was funded (or funded in part) by a grant from United Way of Charlotte County.

If you received funding from local government funds, please include the written acknowledgement below as well as the UWCC logo:

This grant was made possible by United Way of Charlotte County on behalf of the Charlotte County Board of County Commissioners (or City of Punta Gorda).

-Or-

This project was funded (or funded in part) by a grant from United Way of Charlotte County on behalf of the Charlotte County Board of County Commissioners (or City of Punta Gorda).

**Logo Use**

* Please reach out to UWCC for the most current logo.
* Place the logo upright and do not alter it in any way.

**Press Release**

* Issue a press release announcing the grant award, try to include pictures of the program and check presentation, if applicable, along with the UWCC logo and logo of your organization.
* Utilize the Sample Grant Award Press Release as a guideline. We are happy to provide a quote for your press release. Please email Jennifer S. Sexton to request a quote from a UWCC representative ([impact@unitedwayccfl.org](https://d.docs.live.net/d31fbb78ae76bc7c/Desktop/WORKING%20DOCS/impact%40unitedwayccfl.org)).
* Suggestions for where to send out a press release:

news@wengradio.com; PIO@winknews.com; newstips@nbc-2.com; news@fox4now.com; wgcunews@fgcu.edu; kenlovejoy@iheartmedia.com; newstips@yoursun.com; webmaster@heraldtribune.com; news@floridaweekly.com; englewoodreview@comcast.net; news@mysuncoast.com; charlottenewsbriefs@gmail.com; news@snntv.com; news@mysuncoast.com

* Although UWCC staff follows local news, we do occasionally miss a story which mentions a grant. We ask that you please include copies of media coverage or newsletters that mention our grant to your organization with your grant reports. This will also assist us in ensuring that you have met this condition of the grant.

**Offline & Online Publications**

* Feature the grant award in newsletters, eblasts, social media, donor update letters and on your website. Include a compelling photo of the project or the clients you are serving.

**Inform Your Board of Directors/Government Representatives**

* Please notify your board about your recent grant from United Way of Charlotte County.
* Letters from community organizations help legislators understand the importance of investing public funds in your community and are strongly encouraged by UWCC.

**Website**

* When appropriate, we encourage you to include a link to our website ([www.unitedwayccfl.org](http://www.unitedwayccfl.org)) on your agency website. Please let us know if you decide to include a link to our website.

**Social Media**

* Facebook (www.facebook.com/UWCCFL)
	+ Like United Way of Charlotte County’s page and we’ll like your agency’s page.
	+ Mention **@The United Way of Charlotte County** in grant related posts, photos, and events.
* Instagram (https://www.instagram.com/united.way.cc.fl)
	+ Follow UWCC and we’ll follow you.
	+ Mention **@united.way.cc.fl** in grant related posts and photos.
* Twitter (https://twitter.com/unitedwayccfl)
	+ Follow UWCC and we’ll follow you.
	+ Mention **@unitedwayccfl** in grant related posts and photos.
* LinkedIn (www.linkedin.com/company/united-way-of-charlotte-county/)
	+ Follow UWCC and we’ll follow you.
	+ Mention **@United Way of Charlotte County** in grant related posts, photos, and events.

**Our Name and Organizational Description**

* Please use “**United Way of Charlotte County**” when referring to the organization. Do not shorten to “United Way”. Only use the abbreviation UWCC after first using the full name of the organization. When including a description, please use the following:

United Way of Charlotte County mobilizes the power of our community to break the cycle of poverty by bringing together local agencies, corporations, donors, volunteers, and government to create lasting social change. UWCC strategically invests in, partners with, and mobilizes local community partners to solve the most complex social issues. For more information about United Way Charlotte County, please visit [www.unitedwayccfl.org](http://www.unitedwayccfl.org), or call 941-627-3539.

**Share your story**

* We would like to hear how a grant from UWCC helped your organization. If you would like to share your story of impact, please contact Jennifer S. Sexton, Collective Impact & Communications Director at impact@unitedwayccfl.org.
* UWCC highlights its grantees through the media, on our website, on social media, and in our annual report. Telling your story helps to tell our story! Compelling storytelling helps communicate to our donors the importance of supporting projects like yours.

**Photo Opportunities**

* Take advantage of opportunities to capture and share compelling images. UWCC features grant recipients in our printed publications, on our website, and on [Facebook](http://www.facebook.com/UWCCFL), [Instagram](https://www.instagram.com/united.way.cc.fl), and [Twitter](https://twitter.com/unitedwayccfl). Please share your images with us. With advance notice, we can often arrange to attend events or visit programs.