Community Investment Grant Acknowledgment Requirements

The Owen County Community Foundation requests that you publicize your organization's grant award. Utilize the guidelines on the second page to ensure that your acknowledgment will comply with the OCCF's expectations.

Please promote the project, with acknowledgment of the OCCF, promptly and at **two separate intervals**:

>   1.) Upon receiving the grant
>   2.) When the project is completed (6-12 months)

Promotion Menu **(please select at least one)**:

- □ Social Media posts w/ photos and OCCF tagged
- □ Press Release (OCCF has a pre-made template to simplify this process)
- □ Link to Self-Generated Blog or video post (TikTok or YouTube); send via email to karah@owencountycf.org
- □ Link to news coverage or podcast; send via email to karah@owencountycf.org
- □ E-newsletter links or copies; send via email to karah@owencountycf.org
- □ Annual report or other donor engagement materials
- □ Testimonials: These may come in the form of thank you notes from those served
- □ Display of OCCF support sign (required for Capital Projects – see Karah for details)
- □ OCCF window cling (see Karah for details)
- □ Other ideas? Please contact our team for discussion.

Failure to follow through with these requirements may impact your organization's ability to receive funding from the OCCF in the future.

All press releases and materials **must be approved before distribution**. To ensure that you receive credit for your acknowledgment, please notify the OCCF when you have fulfilled the requirement(s). Please coordinate review and inquiries with Karah Bobeck, Director of Programs & Communications, at karah@owencountycf.org.

<u>Guidelines for Promotional Materials</u>

Names

- Recognize the Owen County Community Foundation and the fund from which your grant was provided. Example: *Funding [for this project/program/event] provided [or provided in part] by the [Fund Name] of the Owen County Community Foundation.* This information is typically found on the grant check stub; however, some grants are supplemented by external donations. Please contact Karah if you are unsure of the origin of your grant funds.

- Use the proper, full name, "Owen County Community Foundation" as the first reference. In running text, it is acceptable to use "OCCF" on subsequent references after "OCCF" is listed as follows: Owen County Community Foundation (OCCF).

- Include the Owen County Community Foundation's boilerplate language in press releases.

  - ***About the Owen County Community Foundation:*** The Owen County Community Foundation (OCCF) is a public charity founded in 1994 as a resource to connect caring individuals with causes they support, enabling them to make a charitable impact on the community. Since its founding, the OCCF has been able to grant more than $12.5 million to local nonprofit and charitable organizations in our community. The OCCF is committed to enhancing the quality of life for all citizens of Owen County, now and for generations to come. For more information, visit owencounty.org or call (812) 829-1725.

Logos

- Brochures, flyers, announcements, or other printed/electronic materials supporting your project or program must bear the OCCF's logo.
- The logo must be used in its entirety and shall always be large enough to be legible and readily recognizable. The logo may be used in black and white, but color is preferable.
- Placement of our logo for promotional materials of a signature event or annual program is acceptable on materials including programs, banners, T-shirts, plaques, etc.
- *Please note: Capital Projects are **required** to display one of OCCF's support signs. These signs are property of the OCCF and must be returned after the completion of your organization's project.

OCCF logos are available for download on our website owencountycf.org/press-kit-for-grantees

*Contact Karah Bobeck at karah@owencountycf.org for black and white and white text versions of the OCCF logo.

Social

- Tag the Owen County Community Foundation in social media posts when acknowledging support or promoting the success of your event or program.
- Pre-made social media templates are available on the nonprofit page of our website.
- Promotion on Owen County-specific social media pages, such as Owen County chatter, is recommended to spread awareness of both the OCCF and your nonprofit.
- Social Tags:
  - Facebook: @Owen County Community Foundation or @yourOCCF
  - Twitter: @OwenCountycf
  - Instagram: @OwenCounty_cf

Stories of Impact

As part of your grant funding, we request a story or anecdote about the positive impact of your program and, specifically, how the funding contributed to your organization's work and success. Acceptable items include, but are not limited to:

- Use our pre-made press release template to publicize your story – visit the nonprofit page of our website to access it.
- Photos (1-2, high-resolution 300 dpi). Include captions, along with the names of those pictured. Most standard smartphones have a camera with the ability to take 300 dpi or higher photos.
- Video illustrating a program
- The publicity generated from or for your organization, including:
  - Self-generated social media links or Blog posts
  - Links to news coverage or podcast
  - E-newsletter links or copies
  - Annual report or other donor engagement materials
  - Testimonials: These may come in the form of thank you notes from those served
  - Other? If you have other ideas, please contact Karah Bobeck at karah@owencountycf.org to discuss.