

# COMMUNITY PARTNER PROMOTIONAL GUIDE

Revised May 2025



# Congratulations!

We are thrilled to support your work through a grant or sponsorship from the Community Foundation of Greater Flint. As part of a community of changemakers working to strengthen Genesee County, you are a vital contributor. This guide is designed to help you share your impact and celebrate this partnership with your audiences.

Inside you'll find:

- Logo and attribution requirements
- Tips for working with local media
- Sample press release
- Social media guidance
- Photography and video best practices
- Sponsorship recognition
- FAQs and contact info



# Logo & Attribution

Any public materials that mention CFGF or include our logo must be reviewed before publication.

- Email for review: [marketing@cfgf.org](mailto:marketing@cfgf.org)
- Logos are available in PNG, JPG, and EPS formats. Request them via email.
- Sample attribution: "This project was supported in part by a grant from the Community Foundation of Greater Flint."



## Approved Logos

The logo should be used consistently in all forms of communication to maintain brand continuity. Maintaining a consistent area of isolated "white space" around the logo ensures legibility and impact. There are only three ways the logo can be used: Full brand-specified colors; White, reversed on a dark background; or Black.



Logo may be reversed out of sufficiently dark backgrounds.



Acceptable usage on a busy background.



Black/one-color usage

## Horizontal Variation



## Community Fund Logos



# Working with the Media

## Build Your Media List

Include local newspapers, radio stations, television services, and wire services, like the Associated Press. Most news outlets list their reporters and editors on their websites.

## Writing a Press Release

Use our sample template to announce the grant or highlight the work it supports, focusing on the community impact and your organization's mission. When sending it to the contacts on your distribution list, ensure it is included in the body of the email (not as an attachment) with a personal note to each recipient. Don't forget to post your press release (or advisory) on your website and social media channels.

## Pitching Stories

Always research your target reporters before you pitch a story. Look up their past work to understand their interests and then tailor your pitch to align with their focus. One effective strategy is to tie your news to a current event or issue, making it clear why your story would be a good fit for the reporter's audience.

## Send for Review

Please email press releases mentioning the Community Foundation to [marketing@cfgf.org](mailto:marketing@cfgf.org) for review before distribution.

# Sample Press Release

## FOR IMMEDIATE RELEASE

[INSERT LOGO HERE]

## PRESS RELEASE

Date: [Date]

Contact Name: [Name]

Organization Name: [Org Name]

Phone: [Contact Phone]

Email: [Contact Email]

## **[Organization Name] receives a [\$ amount] grant from the Community Foundation of Greater Flint**

[City, State] [Organization name] has received a grant of \$[amount] from the [fund name(s)] of the Community Foundation for Greater Flint to support [project purpose].

[Describe project, its goals, and its expected impact.]

"[Quote from your organization's leader about the importance of the grant and its impact]," said [Name, Title].

This project will [expand access to resources, increase community engagement, etc.].

"[Optional second quote]," said [Name].

For more information, visit [your website or contact info].

###

### **About [Organization Name]**

[Insert paragraph about your organization: its mission, purpose, service area, number of people served, etc.]

### **About The Community Foundation of Greater Flint:**

The Community Foundation of Greater Flint partners and leads by influencing and connecting generosity to Genesee County needs. For good. For ever. For everyone. The Community Foundation helps donors support the causes they care about, today or through their estates. The Community Foundation serves Flint and all of Genesee County, including its community funds in Clio, Davison, Fenton, Flushing, and Grand Blanc. Its supporting organization, the Foundation for Flint, stewards the Flint Kids Fund in response to the Flint Water Crisis. Learn more at [www.cfgf.org](http://www.cfgf.org).

## Social Media Tips

Let's spread the word about your project far and wide through social media! You can use platforms like Facebook, Instagram, LinkedIn, and more to share updates and engage with your audience. Don't forget to tag us (@giveflint) on Facebook and Instagram. You can find us on LinkedIn at [linkedin.com/company/giveflint](https://linkedin.com/company/giveflint).

Below, you'll find sample social media posts to inspire your outreach efforts.

### Facebook/Instagram/LinkedIn:

#### When a grant is awarded

(with picture or video):



"Thank you to @giveflint for supporting [insert organization name] with a grant to support [Insert specifics of project.] Partnerships with supporters like you help us [insert appropriate phrase of detail i.e., achieve our goals, feed XXX children, build XXXX, etc.].

#### When the project is launched

(with a picture or video):



We just [opened, built, launched, whatever the details of the project] thanks to a @giveflint grant, which made this possible. [Details of how this project expands your organization's impact].

# Visual Storytelling

## Photography Tips



## Video Tips

- Keep it short (under 60 seconds)
- Include captions
- Tell a story: who, what, why it matters

# Sponsorship Recognition

When the Community Foundation of Greater Flint provides sponsorship support for events, publications, or other community initiatives, we ask that our contribution be acknowledged in a manner consistent with your other sponsors. Clear and visible recognition helps demonstrate our community partnerships and promotes philanthropy in Genesee County.

## Recognition Guidelines

Please include the Community Foundation of Greater Flint in applicable sponsor listings such as:

- Event programs and agendas
- Printed materials (e.g., signage, banners, posters)
- Websites and digital event pages
- Press releases and media announcements
- Verbal recognition during event remarks

## Logo Use

- Use the CFGF logo in accordance with our branding guidelines.
- High-resolution versions of the logo (JPG, PNG, EPS) are available upon request.
- All materials using our logo must be submitted to [marketing@cfgf.org](mailto:marketing@cfgf.org) for review and approval prior to printing or publishing.

## Sample Acknowledgment Language

“This event is sponsored in part by the Community Foundation of Greater Flint,” or “Generously supported by the Community Foundation of Greater Flint.”

## Verbal Recognition

If your event includes live or virtual programming, please acknowledge CFGF verbally during the program’s opening or closing remarks.

### Example:

“We’d like to thank the Community Foundation of Greater Flint for their generous sponsorship, helping make today’s event possible.”

## FAQs

### Q: When should I share the news?

**A:** When there's something meaningful to say, such as launching the project, reaching a key milestone, or achieving a significant outcome.

### Q: Can I use CFGF's name and logo?

**A:** Yes, with review and approval. We want to ensure our name is used accurately and consistently.

### Q: Where else can I share the news?

**A:** Your website, e-newsletters, events, annual reports, and community bulletin boards are all great options.

## Contact

We're here to support your success! Please don't hesitate to reach out with any questions or requests.

### Alexandria Dawson

Vice President, Marketing & Communications

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[www.cfgf.org](http://www.cfgf.org)



For good. For ever.  
For everyone.

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## HOW TO CONTACT US

Call 810-767-8270 • Email [info@cfgf.org](mailto:info@cfgf.org)  
Visit [www.cfgf.org](http://www.cfgf.org)

 /giveflint  @giveflint  /giveflint

Visit us in downtown Flint