

CFNIL GRANT COMMUNICATION GUIDELINES



PURPOSE

This document provides guidance for fulfilling your requirements about publicizing your grant. The Community Foundation of Northern Illinois (CFNIL) requires recipients to publicize their grant in order to inform the community about your work and inspire continuing support.

ACKNOWLEDGMENT REQUIREMENTS

Please acknowledge your organization’s grant in one or more of the following ways:

SEND A PRESS RELEASE

Send out a press release to local news organizations to inform them about your project and the supporting CFNIL grant. A list of regional media contacts can be found on the reverse side of this document. Press release and cover email templates are found at cfnil.org/grant-resources. Boilerplate language about CFNIL is included in the press release template and found below. CFNIL would be happy to provide a quote for your press release.

SHARE WITH YOUR ESTABLISHED AUDIENCES

We encourage your organization to share information about your grant through the methods you typically use to communicate with your followers, such as newsletters (print or digital), annual reports, and social media. When announcing the grant on social media, make sure to **tag us in your posts**. Using great images can help boost interest in social media content; we’re happy to help create images, infographics, and photo layouts for your social media feeds -- contact us!



Grants made for events offer many additional opportunities for promotion. Add CFNIL as a co-host on your Facebook event, and it will appear to all our followers, too. Include the CFNIL logo on event signage, programs, or t-shirts. If the date for your event was not set at the time the grant was awarded, let us know when it’s confirmed -- we’d like to help you promote the event and, if possible, to attend.

LOGO USAGE GUIDELINES

Use your organization’s logo and CFNIL’s logo at the top of the press release. A sample press release along with high-quality horizontal and vertical versions of CFNIL’s logo can be found at cfnil.org/grant-resources. Use the logo version that best fits your document. Vector versions may be obtained by emailing jsmith@cfnil.org. Grantees may not alter the appearance (color, clarity, fonts, etc.) of CFNIL’s logo in any way.

PRESS CONFERENCES, PHOTO-OPS & MORE

CFNIL regularly shares news about grantees’ efforts through our e-newsletters, website, and social media. We want to help your organization publicize your work in compelling and creative ways. We are happy to come to your office or project site for a “big check” or other type of photo op -- contact us to discuss possibilities!

ABOUT CFNIL

Please use the following language when describing CFNIL:

The mission of the Community Foundation of Northern Illinois is to serve as a catalyst for giving in order to attract, preserve, and grow an endowment for the current and future needs of the people of Northern Illinois. Since its founding in 1953 CFNIL has granted more than \$73 million for charitable purposes. Learn more about CFNIL’s grantmaking and commitment to endowment at www.cfnil.org.

QUESTIONS?

Contact Engagement Director Jennifer Smith at jsmith@cfnil.org or 779-210-8204.



MEDIA CONTACT LIST

MEDIA OUTLET	NAME	TITLE	EMAIL
Boone County Journal	Press Release Mailbox		news@boonecountyjournal.com
El Sol de Rockford	Ricardo Ocegueda	Editor	richardoce@yahoo.com
El Tiempo	Kerlin Fernandez	Editor/Director	kerlin@vivaeltiempo.com
Fox 39	Alex de Leon	News Director	adeleon@fox39.com
Freeport Journal Standard	Press Release Mailbox		frontdoor@journalstandard.com
LULAC of Rockford	General Mailbox		lulacofrockford@gmail.com
Northwest Quarterly	Chris Linden	Executive Editor & Web Editor	clinden@northwestquarterly.com
Northwest Quarterly	Lindsey Gapen	Assistant Managing Editor	lindsey@northwestquarterly.com
Ogle County Life	Brad Jennings	Editor	bjennings@oglecountylife.com
Ogle County Life	Press Release Mailbox		news@oglecountynews.com
Rochelle News-Leader	Jennifer Simmons	Managing Editor	jsimmons@rochellenews-leader.com
Rock River Times	Jim Hagerty	Reporter	jim.hagerty@rockrivertimes.com
Rock River Times	Press Release Mailbox		contact@rockrivertimes.com
Rock Valley Publishing	Melanie Bradley	Editor	mbradley@rvpublishing.com
Rock Valley Publishing	Press Release Mailbox		news@rvpublishing.com
Rockford Buzz	Jacob Bradt	Founder	press@rockfordbuzz.com
Rockford Chamber of Commerce "The Voice"	Press Release Mailbox		editor@rockfordchamber.com
Rockford Register Star	Chris Green	Reporter	cgreen@rrstar.com
Rockford Register Star	Corina Curry	Reporter	ccurry@rrstar.com
Rockford Register Star	Georgette Braun	Reporter	gbraun@rrstar.com
Rockford Register Star	GO News/Calendar		go@rrstar.com
Rockford Register Star	Isaac Guerrero	Multimedia Local Editor	iguerrero@rrstar.com
Rockford Register Star	Jeff Kolkey	Reporter	jkolkey@rrstar.com
Rockford Register Star	Kevin Haas	Metro Editor	khaas@rrstar.com
Rockford Register Star	Mark Baldwin	Executive Editor	mbaldwin@rrstar.com
Rockford Register Star	Newsroom Mailbox		online@rrstar.com
Rockford Register Star	Press Release Mailbox		local@rrstar.com
Rockford Register Star	Wally Haas	Opinion Editor	whaas@rrstar.com
Stateline Business Journal	Press Release Mailbox		news@statelinebusiness.com
WIFR	Community Relations		communityrelations@wifr.com
WIFR	Jessie Schlacks	Assignment Editor	jessie.schlacks@wifr.com
WIFR	Maggie Hradecky	News Director	margaret.hradecky@wifr.com
WIFR	Press Release Mailbox		news@wifr.com
WNIJ/WNIU	Chase Cavanaugh	Reporter	ccavanaugh@niu.edu
WNIJ/WNIU	Guy Stephens	Reporter	gstephens@niu.edu
WNIJ/WNIU	Jenna Dooley	Managing Editor for News	jdooley@niu.edu
WNIJ/WNIU	Press Release Mailbox		nprnews@niu.edu
WNIJ/WNIU	Sue Stephens	Reporter/Perspectives Editor	sstephens@niu.edu
WREX	Andrew Carrigan	Reporter	acarrigan@wrex.com
WREX	Audrey Moon	Assistant News Director	amoon@wrex.com
WREX	Breanne Lyga	Content Manager	blyga@wrex.com
WREX	Josh Morgan	News Director	jmorgan@wrex.com
WREX	Mary Sugden	Reporter	msugden@wrex.com
WREX	Newsroom Mailbox		news@wrex.com
WROK	Newsroom Mailbox		news@1440wrok.com
WTVO	Coventry Adrian	Assignment Manager	cadrian@wtvo.com
WTVO	Karina Parada	Eyewitness News Reporter	kparada@wtvo.com
WTVO	Press Release Mailbox		news@wtvo.com