



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.



CFNIL



@the_cfnil



@the_cfnil



TheCFNIL

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 or alternate color versions may be obtained by emailing jsmith@cfnil.org. Logos may be resized but grantees may not alter the appearance (proportion, color, clarity, fonts, etc.) of CFNIL's logo.

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 \$77 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.



COMMUNITY FOUNDATION
OF NORTHERN ILLINOIS

946 N. Second Street, Rockford, IL 61107 | 815-962-2110 | cfnil.org



MEDIA CONTACT LIST

The list below is provided for your convenience and is not intended to be comprehensive or mandatory; should your organization have an existing media contact list, please feel free to use that instead. Please note that some of the news outlets have a geography which may not be related to the geography of your organization or grant program. Every effort has been made to ensure the accuracy of this list at time of publishing, but contact information and staff may change at any time.

MEDIA OUTLET	NAME	TITLE	EMAIL
Boone County Journal	Press Release Mailbox		news@boonecountyjournal.com
El Sol de Rockford	Ricardo Ocegüera	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 Current	Kevin Haas	Managing Editor	khaas@rockrivercurrent.com
Rock River Current	General Mailbox		news@rockrivercurrent.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 Advocate	General Mailbox		info@rockfordadvocate.com
Rockford Buzz	Jacob Bradt	Founder	press@rockfordbuzz.com
Rockford Register Star	Corina Curry	News Director	ccurry@rrstar.com
Rockford Register Star	Georgette Braun	Reporter	gbraun@rrstar.com
Rockford Register Star	Jeff Kolkey	Reporter	jkolkey@rrstar.com
Rockford Register Star	Newsroom Mailbox		online@rrstar.com
Rockford Register Star	Press Release Mailbox		local@rrstar.com
Stateline Business Journal	Press Release Mailbox		news@statelinebusiness.com
Transform Rockford	General Mailbox		info@transformrockford.com
WIFR	Community Relations		communityrelations@wifr.com
WIFR	Maggie Hradecky	News Director	margaret.hradecky@wifr.com
WIFR	Press Release Mailbox		news@wifr.com
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	Breanne Lyga	Content Manager	blyga@wrex.com
WREX	Newsroom Mailbox		news@wrex.com
WTVO	Coventry Adrian	Assignment Manager	cadrian@wtvo.com
WTVO	Press Release Mailbox		news@wtvo.com