



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

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. A press release template is found on the back of this page and at cfnil.org/grant-resources. Boilerplate language about CFNIL is included in the press release template and 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 your typical methods, 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 additional promotion opportunities. Add CFNIL as a co-host on your Facebook event and it appears to 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



CFNIL



@the_cfnil



@thecfnil

LOGO USAGE GUIDELINES

Use your organization's 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

Use the following language when describing CFNIL.

PLEASE NOTE THAT OUR MISSION HAS CHANGED! DO NOT USE LANGUAGE FROM OLD DOCUMENTS!:

The mission of the Community Foundation of Northern Illinois is to inspire endowment and promote philanthropy for the current and future needs of the people of Northern Illinois. Since its founding in 1953 CFNIL has granted more than \$80 million for charitable purposes. 2023 is CFNIL's 70th anniversary: learn more about CFNIL's history, 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



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. 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 | EMAIL | MEDIA OUTLET | NAME | EMAIL |
|---------------------------|---------------------|----------------------------------|------------------------|---------------------|-----------------------------|
| Boone County Journal | Press Release Email | news@boonecountyjournal.com | Rockford Advocate | General Mailbox | info@rockfordadvocate.com |
| El Sol de Rockford | Ricardo Ocegüera | richardoce@yahoo.com | Rockford Buzz | Press Release Email | press@rockfordbuzz.com |
| El Tiempo | Kerlin Fernandex | kerlin@vivaeltiempo.com | Rockford Register Star | Corina Curry | ccurry@rrstar.com |
| Fox 39 | Alex de Leon | adeleon@fox39.com | Rockford Register Star | Jeff Kolkey | jkolkey@rrstar.com |
| Freeport Journal Standard | Press Release Email | frontdoor@journalstandard.com | Rockford Register Star | Newsroom Email | online@rrstar.com |
| LULAC of Rockford | General Mailbox | lulacofrockford@gmail.com | Rockford Register Star | Press Release Email | local@rrstar.com |
| Northwest Quarterly | Chris Linden | clinden@northwestquarterly.com | WIFR | Comm. Relations | communityrelations@wifr.com |
| Northwest Quarterly | Lindsey Gapen | lindsey@northwestquarterly.com | WIFR | Maggie Hradecky | maggie.hradecky@wifr.com |
| Ogle County Life | Brad Jennings | bjennings@oglecountylife.com | WIFR | Newsroom Email | news@wifr.com |
| Ogle County Life | Press Release | news@oglecountynews.com | WNIJ/WNIU | Jenna Dooley | jdooley@niu.edu |
| Rochelle News-Leader | Jennifer Simmons | jsimmons@rochellenews-leader.com | WNIJ/WNIU | Press Release Email | nprnews@niu.edu |
| Rock River Current | Newsroom | news@rockrivercurrent.com | WNIJ/WNIU | Sue Stephens | sstephens@niu.edu |
| Rock River Times | General Mailbox | contact@rockrivertimes.com | WREX | Gregory Deffenbaugh | gdeffenbaugh@wrex.com |
| Rock Valley Publishing | Melanie Bradley | mbradley@rvpublishing.com | WREX | Newsroom | news@wrex.com |
| Rock Valley Publishing | Press Release Email | news@rvpublishing.com | WTVO | Coventry Adrian | cadrian@wtvo.com |
| | | | WTVO | Press Release Email | news@wtvo.com |

SAMPLE PRESS RELEASE

YOUR ORG LOGO HERE



COMMUNITY FOUNDATION
OF NORTHERN ILLINOIS

PRESS RELEASE
FOR IMMEDIATE RELEASE
Month Day, 2023

FOR MORE INFORMATION CONTACT:
Contact Name, Contact Title
Organization
Phone, Email

TITLE: CONCISE DESCRIPTION OF THE ESSENTIAL FACTS

<Organization> is proud to announce it has received a <\$amount> grant for <project title>. The grant was awarded by the <name of fund listed in your grant letter> of the Community Foundation of Northern Illinois' Community Grants Program (*or other program if applicable*).

Explain the project and why this story is relevant to the local news outlet and its audience. Explain why this project/program/event is important and who will benefit from it. If your organization has received funding for an event, please make sure to include information about location, duration, and where interested parties can find more information.

Insert quote from your President, Board Chair, or relevant staff members explaining the project's goals and why your organization is excited to receive the grant. CFNIL will gladly provide a quote from our President to include if you would like one.

About <Your Organization>:

<Insert your organization's mission and a brief history of its service to the region. Be sure to include a link to your website.>

About the Community Foundation of Northern Illinois:

The mission of the Community Foundation of Northern Illinois is to inspire endowment and promote philanthropy for the current and future needs of the people of Northern Illinois. Since its founding in 1953 CFNIL has granted more than \$80 million for charitable purposes. 2023 is CFNIL's 70th anniversary: learn more about CFNIL's history, grantmaking, and commitment to endowment at <https://cfnil.org>.