

# CFNIL GRANT COMMUNICATION GUIDELINES



## PURPOSE

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

## SHARE THE GOOD NEWS

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 sample press release is found on the back of this page and at [cfnil.org/grant-resources](http://cfnil.org/grant-resources). Boilerplate language about CFNIL is in the press release template and below. CFNIL is happy to provide a quote for your press release, and to be an extra set of eyes to help review before distribution.

### 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!



### HELP US HELP YOU!

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.

## LOGO USAGE GUIDELINES

Use your organization's and CFNIL's logo at the top of a press release. A sample press release is found on the back of this page and also, along with high-quality horizontal and vertical versions of CFNIL's logo, found at [cfnil.org/grant-resources](http://cfnil.org/grant-resources). Use the logo version that best fits your use. Vector or alternate color versions may be obtained by emailing [amcghee@cfnil.org](mailto:amcghee@cfnil.org). Logos may be resized but grantees may not alter the appearance (proportion, color, clarity, fonts, etc.) of CFNIL's logo.

## PRESS EVENTS, 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, for press release "boilerplate" and/or other uses.

*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 \$90 million for charitable purposes. Learn more about CFNIL's history, grantmaking, and commitment to endowment at [www.cfnil.org](http://www.cfnil.org).*

## QUESTIONS?

Contact Engagement Officer Adam McGhee at [amcghee@cfnil.org](mailto:amcghee@cfnil.org) or 779-210-8201.



# MEDIA CONTACTS & SAMPLE PRESS RELEASE



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, 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 Register Star	Corina Curry	ccurry@rrstar.com
El Sol de Rockford	Ricardo Ocegüera	richardoce@yahoo.com	Rockford Register Star	Jeff Kolkey	jkolkey@rrstar.com
El Tiempo	Kerlin Fernandex	kerlin@vivaeltiempo.com	Rockford Register Star	Newsroom Email	online@rrstar.com
Freeport Journal Standard	Press Release Email	frontdoor@journalstandard.com	Rockford Register Star	Press Release Email	local@rrstar.com
LULAC of Rockford	General Mailbox	lulacofrockford@gmail.com	WIFR	Comm. Relations	communityrelations@wifr.com
Northwest Quarterly	Chris Linden	chris@hughesmc.com	WIFR	Maggie Hradecky	maggie.hradecky@wifr.com
Northwest Quarterly	Lindsey Gapen	lindsey@hughesmc.com	WIFR	Newsroom Email	news@wifr.com
Ogle County Life	Brad Jennings	bjennings@oglecountynews.com	WNIJ/WNIU	Jenna Dooley	jdooley@niu.edu
Ogle County Life	Press Release	news@oglecountynews.com	WNIJ/WNIU	Press Release Email	nprnews@niu.edu
Rochelle News-Leader	Jennifer Simmons	jsimmons@rochellenews-leader.com	WNIJ/WNIU	Sue Stephens	sstephens@niu.edu
Rock River Current	Newsroom	news@rockrivercurrent.com	WREX	Andrew Altenbern	aaltenbern@kwwl.com
Rock River Times	General Mailbox	contact@rockrivertimes.com	WREX	Newsroom	news@wrex.com
Rock Valley Publishing	Melanie Bradley	mbradley@rvpublishing.com	WREX	Shaquil Manigault	smanigault@wrex.com
Rock Valley Publishing	Press Release Email	news@rvpublishing.com	WREX	Ethan Wiles	ewiles@wrex.com
Rockford Buzz	Press Release Email	press@rockfordbuzz.com	WTVO	Coventry Adrian	cadrian@wtvo.com
			WTVO	Press Release Email	news@wtvo.com

## SAMPLE PRESS RELEASE

YOUR ORG LOGO HERE



**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
Month Day, 202X

**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 \$90 million for charitable purposes. Learn more about CFNIL's history, grantmaking, and commitment to endowment at <https://cfnil.org>.