



## GRANTEE PRESS KIT

### Congratulations on receiving a grant

The following guidelines are intended to help you publicize your organization or program. If you have any questions, email Jennifer Kelley at [Jenn@ChildrensAuction.org](mailto:Jenn@ChildrensAuction.org)

The Greater Lakes Region Charitable Fund for Children (dba Greater Lakes Region Children's Auction) publicizes grants and grant stories through print, digital and broadcast media, social media, and our website. Please share your success stories and photos with us so that we can promote the partnerships that strengthen our communities.

### What you can do

A grant from the Greater Lakes Region Charitable Fund for Children is a partnership, and behind every grant is the story of the good work being done to make our communities stronger. It is also an occasion for the Children's Auction to acknowledge our donors and let them know how their gifts are being used to improve the quality of life for everyone in the Greater Lakes Region.

### You can publicize the Children's Auction support in a number of ways:

#### Your website

Create a link on your website to the Children's Auction site, <https://www.childreणाuction.org/>. You can also include the Children's Auction's logo where appropriate. See logo use details below.

#### Contact local media

Using this press release template as a guide, contact local news organizations to let them know about your project and your grant from the Greater Lakes Region Charitable Fund for Children. We would be happy to provide a quote for your press release that is specific to your organization. And, please share the news with us! Send your press releases to [Jenn@childreणाuction.org](mailto:Jenn@childreणाuction.org)

#### Tell your community

Share information about your grant through your newsletters, annual reports, lists of supporters, and social media. When announcing the grant on social media, link to us on [Facebook](#), [Instagram](#), [Linkedin](#), and on [Twitter](#).

#### Logo use

We encourage you to use our logo where suitable. Please contact us if you need a different format of our logo.

### How to acknowledge a grant from the Children's Auction.

Use this language to acknowledge your grant:

*This project was funded (or funded in part) by a grant from the Greater Lakes Region Charitable Fund for Children.*

### Keep in touch

We love it when grant recipients share pictures of programs or events, success stories, notes of thanks, or any other newsworthy items! Please email any of these items to [Jenn@ChildrensAuction.org](mailto:Jenn@ChildrensAuction.org)



## Press Release: Instructions and Template

We encourage you to use the following template to draft a news release announcing your grant from the Greater Lakes Region Charitable Fund for Children. When sending the news release to your media contacts, we recommend including the text of the release in the body of the email as well as including it as an attachment (PDF preferred).

**EMAIL SUBJECT LINE:** NEWS RELEASE: [Insert Short News Release Title Here]

### FOR IMMEDIATE RELEASE

#### CONTACT:

Contact Name  
Contact Title  
Organization  
Phone Number  
Email Address

**[Insert Organization Name Here] receives grant from the Greater Lakes Region Charitable Fund for Children to (brief description of how the grant will be used. Ex: increase healthcare access for low-income families).**

[Insert Organization Name Here] recently received a \$X,XXX grant from the Greater Lakes Region Charitable Fund for Children. The grant will help further [Insert Organization Name Here]'s mission of \_\_\_\_\_ by \_\_\_\_\_.

[Insert a quote from Organization's Executive Director or other staff person here; quote should be 1-2 sentences and should address the impact of the grant on this organization and/or project]

[If desired, insert 1-2 further sentences about the program funded by the grant here]

#### About [Insert Organization Name Here]:

[Place your organization's boilerplate here: a 2-3 sentence summary of the organization's mission, including its website and/or phone number.]

#### Please Close News Release with the Boilerplate Below:

#### About the Greater Lakes Region Charitable Fund for Children:

Numerous fundraising events in the Lakes Region throughout the year support the Greater Lakes Region Charitable Fund for Children, including our four-day signature Children's Auction event every December. In the past four decades we have distributed more than \$8.6 million to over 80 nonprofits that serve low-income families and children in the Lakes Region, all through volunteer efforts, community donations and corporate sponsorship. The Children's Auction falls under the umbrella of the Greater Lakes Region Charitable Fund for Children, a 501(c)(3) nonprofit organization that helps local community organizations that serve children and families in need. For more information about the Auction, the nonprofits it supports and how you can help, visit [ChildrensAuction.org](http://ChildrensAuction.org).

### - This signifies the end of the news release