



Publicity Guidelines for Grantees

The Living Well Foundation encourages its grantees to publicize their Foundation grants to spread the word about your organization's good work and your role in the community. We believe that identifying the Living Well Foundation as a source of support lends credibility to your efforts.

We request that you mention the Living Well Foundation's grant support in your organization's publicity vehicles, including press releases, annual reports, newsletters, brochures, flyers, etc. When doing so, please use the following language to acknowledge your grant from the Living Well Foundation.

This project was funded (or funded in part) by a grant from the Living Well Foundation.

We encourage you to use our logo where suitable. We can provide color versions in digital format for your use. Please let us know how you plan to use the logo so we can help you get the best result.

We highly encourage you to issue a news release to the media about your grant funding. Often, the media is more interested in hearing directly from a nonprofit organization and the people it serves. Community and regional newspapers in your service area will probably be interested in your story.

The Foundation expects grantees to send us copies of all reports, papers, manuscripts, and other information materials which it produces that are related to the project supported by the Foundation.

We ask that you send us copies of publications or media coverage that mention your grant. You may also submit photographs – one or two images that best show your grant project, plus a brief description – that could potentially be used for the Foundation's website or annual report. Please send these materials to the Living Well Foundation, 315 Stella Street, West Monroe, LA 71291, or by e-mail to aprohit@livingwellfoundation.net.

We recognize that all of our grant recipients do not necessarily prepare and distribute press releases on a regular basis. If you do not, we think the following suggestions will help you write and distribute a news release:

1. All releases should be typed, double-spaced, on your organization's letterhead. Identify your organization using the exact legal name and the popular name.
2. Place "For Immediate Release", the date, and the name and daytime phone number of a contact person at the top of your release.
3. A short but clear and concise headline should give the reporter instant information about the content of the news release.
4. Avoid hype-type phrases such as "breakthrough", "unique", "state-of-the-art", etc.
5. The first or lead paragraph should include all the critical information: Who? What? When? Where? Why? How Much?
6. Always write from the journalist's perspective, third person. Avoid the use of "I" or "we" unless it is in a quote.
7. Using a quote from someone at your organization or someone who will benefit from your project is a good idea.
8. Shorter is better. If you can say it is two pages, great. If you can say it in one page, even better.
9. At the end of the press release, please give credit to the Living Well Foundation for the support for the project using the following information:

The Living Well Foundation is a public non-profit organization dedicated to enhancing the health, wellness, and quality of life in northeast Louisiana. Founded in 2007, the Living Well Foundation serves the residents of Caldwell, Franklin, Jackson, Lincoln, Morehouse, Ouachita, Richland and Union Parishes. For more information about the Foundation, visit www.livingwellfoundation.net.

We also urge you to use this information in any other references of support from the Foundation.

10. End the press release with the following information: If you would like more information about this topic, or to schedule an interview with [your person's name], please call [name] at [phone number] or e-mail [name] at [e-mail address].