PR guidance for grantees of
Coastal Community Foundation

Please contact the Marketing & Communications Team with any questions you might have about this information at communications@coastalcommunityfoundation.org.

From the entire team at Coastal Community Foundation, congratulations on your recent award! Below is guidance to better equip you to share the exciting news of your grant.

ISSUING A PRESS RELEASE

Coastal Community Foundation is always supportive of any grantee issuing a press release about an award received from CCF and/or its affiliates. While it is not a requirement, we do prefer that grantees send us draft releases before they are issued and let us know when they anticipate releasing them.

*** If you would like a quote from a representative of CCF to include in the release, it is required that this quote be provided by the Marketing & Communications team. ***

The best point of contact at CCF for media relations is Mayci McLeod, Director of Marketing & Communications, at mayci@coastalcommunityfoundation.org.

LOGO USAGE

EPS, JPG, and PNG files in full color and white are available for download on the News, Impact & Media Resources page at coastalcommunityfoundation.org. All uses of CCF's logo must be approved by the Foundation's Marketing & Communications department. Please direct requests and questions to communications@coastalcommunityfoundation.org.

- Please do not modify the CCF logo in any way. This includes cropping, changing the color, changing the scale, or separating any elements from the logo lockup. Please do not add drop shadows or other effects.
- Always use the JPEG or EPS version of CCF's main logo on materials you plan to print. PNG logo files should only ever be used on digital-only materials.
- The full color logo is best presented on a very light or very dark background. When the background is medium-light to medium-dark, the white logo should be used to ensure sufficient contrast.
- The smallest permissible height for the logo is 0.75"
- Always ensure the logo is surrounded by sufficient white or clear space.

SOCIAL MEDIA

Below, we share a couple of tips and tricks that CCF uses to gain traction with our audiences online. These are only here for you as a resource, not a requirement!

- If you post about receiving this award on your social media channels, please tag us with our handles below so we can share your posts!
 - **Facebook/Instagram/LinkedIn:** @CoastalCommunityFoundation

PHOTOGRAPHY EXAMPLES

Photos of nonprofit team members, community members, or volunteers in action always perform well on Instagram and Facebook specifically, and help people visualize what you do. A few examples of different types of shots that tend to work well on CCF's social media:

- *Volunteer action shot*

- *Staff posed shot*
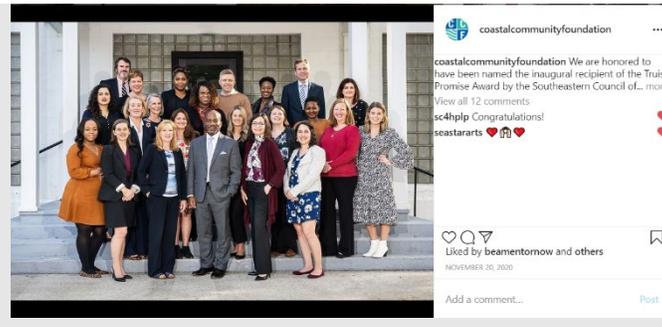
- *Staff action shot*

KEEP US IN THE LOOP

We want to stay updated on what your organization has going on so we can continue amplifying your work! We encourage you to send us your e-newsletters, email us updates, and share your photos to communications@coastalcommunityfoundation.org. If you are interested in being included in a future nonprofit spotlight, please fill out this form with the details of your grant award and the impact it will have on your work.

Thank you for doing what you do for our community!