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## TCF Publicity Guidelines

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### Why publicize grants?

We are asking all nonprofit organizations that receive competitive grants through The Columbus Foundation to join us in promoting public understanding of the vital role philanthropy plays in strengthening and improving our community.

We are able to award grants to nonprofit organizations because donors have established unique funds and Supporting Foundations through The Columbus Foundation to support the causes they care about. Whenever possible, we want to connect our donors with the grants that their generosity has made possible!

We encourage you to publicize your grant and to recognize the donors who helped make the grant possible. We also ask that you recognize the Foundation's support when a general story about your organization is being written. Sharing information about the grant you received may help you build additional support for your program and others like it in our community.

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### General Publicity Guidelines

**The Columbus Foundation requests that you:**

1. Include news of your grant in any publications or digital media you produce for internal or external audiences, such as newsletters, brochures, annual reports, lists of supporters, board minutes, or e-Newsletters, website, and social media.
2. Contact local media, including weekly suburban newspapers and special interest publications, as appropriate.
3. Include the Foundation's logo on brochures, digital media, signs, or plaques that recognize funders at events or on facilities. *Visit our Resources page for logos.*

4. Provide a link to the Foundation's website ([www.columbusfoundation.org](http://www.columbusfoundation.org)) on your website.

**Referring to the Foundation and its funds:**

You will find the name(s) of the fund(s) or Supporting Foundation that made your grant possible in your award letter.

Please refer to the Foundation as "The Columbus Foundation." Our preferred second reference is "the Foundation."

**For example:**

Grant from a single fund: e.g., *Harrison M. Sayre Fund* of The Columbus Foundation

Grant from multiple funds: e.g. *Robert Bartels Fund, Henry E. Coyle Fund, and Alfred L. Willson Charitable Fund* of The Columbus Foundation

If you need additional information, please contact Raquel Gober at 614/251-4000 or [rgober@columbusfoundation.org](mailto:rgober@columbusfoundation.org).

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### Additional Guidelines for Major Arts Organizations

**The Columbus Foundation requests that you:**

1. Use The Columbus Foundation's logo in your
  - Program book
  - Season brochure
2. Run an advertisement, provided by the Foundation, in your annual program book. Please contact Raquel Gober for information.