

# PUBLICITY GUIDELINES

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## Why publicize grants?

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

We encourage nonprofit organizations to publicize their grants and to recognize the donors who helped make the grant possible. We also encourage recognition of the Foundation's grant support when a general story about the organization is written. Sharing information about the grants received may help build additional support for nonprofit programs and others similar to it in our community.

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## General Publicity Guidelines

### The Columbus Foundation requests that nonprofit organizations:

1. Include news of a grant in publications or digital media produced 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. *Please visit our Resources page for logos and usage guidelines.*
4. Provide a link to the Foundation's website, [columbusfoundation.org](http://columbusfoundation.org), on your website.

### Referring to the Foundation and its funds:

The name(s) of the fund(s) or Supporting Foundation that made the grant possible can be found in the official award letter.

Please refer to the Foundation as "The Columbus Foundation." The 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. Wilson Charitable Fund of The Columbus Foundation

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## Additional Guidelines for Major Arts Organizations

### The Columbus Foundation requests that major arts organizations:

1. Use The Columbus Foundation's logo in the program book(s) and season brochure.
2. Place an advertisement, provided by the Foundation, in the organization's annual program book.

**For any questions or additional information, please contact [marketing@columbusfoundation.org](mailto:marketing@columbusfoundation.org)**