

GAR Foundation Communications Guidelines

GAR Foundation encourages your organization to publicize your grant award. Please adhere to these guidelines to ensure consistency in all communications.

If you have been notified of a grant award, Congratulations! Please **do not** announce your grant award until GAR has made a public announcement. We require that you share all communication materials regarding your grant award with us before you publish. Send press releases, newsletter articles, e-blasts, brochures or any other promotional materials to GAR's Communications Manager at dyounis@garfdn.org for approval or to request to use the Foundation's logo.

Written and spoken reference

Written reference should appear as 'GAR Foundation'. For subsequent references, you may use 'the Foundation' or 'GAR'. Please do not include the article 'the' before 'GAR Foundation' and do not include periods between the letters.

Spoken reference of GAR should be spelled out, as in "je-a-är" and not referred to as "gar".

Logo Usage

You must contact us to request our logo for use in your materials. **Note that our logo has changed as of July, 2016.** Please contact us to request our logo to update your materials as practicality allows.

How to publicize your award:

- **Press Release:** Download a press release template or on our website under [Grantee Resources](#).
 - **Social Media:** Be sure to tag GAR in your post on [Facebook](#) and / or [Twitter](#).
 - **Photographs & Videos:** Submit photos and videos to GAR's Communications Manager at any time throughout the duration of your grant.
 - **Newsletters, e-news, annual reports.**
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Sample Press Release

FOR IMMEDIATE RELEASE

DATE:

CONTACT: (Your organization contact person)

Phone:

Cell: (if applicable)

Email:

[name of organization receives amount of grant grant from GAR Foundation to state program or project]

City/Town name: The Distribution Committee of GAR Foundation awarded your organization's name amount of grant to fund program project at its month of award, use the month on your award letter meeting.

Your organization's name is a nonprofit organization serving include your services and geographic area. The award from GAR will be used to specifically state goals and intentions in 2-3 sentences.

We recommend that you include a one- sentence a quote here from your organization's executive director, board chair or program director related to the grant award and / or project.

End your release by encouraging the reader to learn more about your organization with a link to your website or contact person.

About your organization's name

Include a paragraph about your organization, its history, programs, geographic location, website, address, and any other important information about your work.

Photography / Video Release Form Sample

I hereby grant _____ permission to use my likeness in a
(Organization Name)

photograph/video, without payment or any other compensation.

If the participant is under 21, there must be consent by a parent or guardian, as follows:

I hereby certify that I am the parent/guardian of _____,
(Child's Name)

and do hereby give my consent without reservation to the foregoing on behalf of this person
_____.

(Child's Name)

(Parent/Guardian's Signature) (Date)

I am 21 years of age and am competent to contract on my own behalf. I have read this release form before signing below, and I fully understand the contents, meaning, and impact of this release.

(Signature) (Date)

(Print Name)