



# GRANTEE PRESS KIT

## **Congratulations on receiving a grant**

The following guidelines are intended to help you publicize your organization or program. If you have any questions, email Jennifer Kelley at [Jenn@ChildrensAuction.com](mailto:Jenn@ChildrensAuction.com).

The Children's Auction publicizes grants and grant stories through print, digital and broadcast media, social media, and our website. Please share your success stories and photos with us so that we can promote the partnerships that strengthen our communities.

## **What you can do**

A grant from the Children's Auction is a partnership, and behind every grant is the story of the good work being done to make our communities stronger. It is also an occasion for the Children's Auction to acknowledge our donors and let them know how their gifts are being used to improve the quality of life for everyone in the Greater Lakes Region.

## **You can publicize the Children's Auction support in a number of ways:**

### **Your website**

Create a link on your website to the Children's Auction site, <https://www.childrensauction.com/>. You can also include the Children's Auction's logo where appropriate. See logo use details below.

### **Contact local media**

Using this [press release template](#) as a guide, contact local news organizations to let them know about your project and your grant from the Children's Auction. We would be happy to provide a quote for your press release that is specific to your organization. And, please share the news with us! Send your press releases to [info@childrensauction.com](mailto:info@childrensauction.com)

### **Tell your community**

Share information about your grant through your newsletters, annual reports, lists of supporters, and social media. When announcing the grant on social media, link to us on [Facebook](#), [Instagram](#), and on [Twitter](#).

### **Logo use**

We encourage you to use our logo where suitable. Please contact us if you need a different format of our logo.

## **How to acknowledge a grant from the Children's Auction.**

Use this language to acknowledge your grant from the *Greater Lakes Region Children's Auction*.

*This project was funded (or funded in part) by a grant from the Greater Lakes Region Children's Auction.*

## **Keep in touch**

We love it when grant recipients share pictures of programs or events, success stories, notes of thanks to Foundation donors, or any other newsworthy items! Please email any of these items to [info@ChildrensAuction.com](mailto:info@ChildrensAuction.com).



## Press Release: Instructions and Template

We encourage you to use the following template to draft a news release announcing your grant from the Greater Lakes Region Children's Auction. When sending the news release to your media contacts, we recommend including the text of the release in the body of the email as well as including it as an attachment (PDF preferred).

**EMAIL SUBJECT LINE:** NEWS RELEASE: [Insert Short News Release Title Here]

### FOR IMMEDIATE RELEASE

#### CONTACT:

Contact Name  
Contact Title  
Organization  
Phone Number  
Email Address

**[Insert Organization Name Here] receives grant from the Greater Lakes Region Children's Auction to (brief description of how the grant will be used. Ex: increase healthcare access for low-income families).**

[Insert Organization Name Here] recently received a \$X,XXX grant from the Greater Lakes Region Children's Auction. The grant will help further [Insert Organization Name Here]'s mission of \_\_\_\_\_ by \_\_\_\_\_.

[Insert a quote from Organization's Executive Director or other staff person here; quote should be 1-2 sentences and should address the impact of the grant on this organization and/or project]

[If desired, insert 1-2 further sentences about the program funded by the grant here]

#### About [Insert Organization Name Here]:

[Place your organization's boilerplate here: a 2-3 sentence summary of the organization's mission, including its website and/or phone number.]

#### Please Close News Release with the GLRCA Boilerplate Below:

##### About the Greater Lakes Region Children's Auction

The Greater Lakes Region Children's Auction is an annual event held every December in central New Hampshire. The fundraiser made \$2,100 in its first year and has come a long way with the help of countless volunteers and donors who have helped turn it into a major annual campaign. During the 40 years that the community has come together, more than \$7.5 million has been raised for local charities, all through volunteer efforts, community donations and corporate sponsorships. Thank you, Lakes Region! For more information, please visit [childrensauction.com](http://childrensauction.com) or call 603-527-0999.

### - This signifies the end of the news release