



Welcome

Thank you for partnering with us to strengthen Southwest Indiana. Sharing stories about local philanthropy helps build awareness, inspire generosity, and demonstrate the impact of charitable investments throughout our communities.

This toolkit provides guidance for recognizing your grant award and communicating its impact.

Please note: This toolkit is for use on or after July 1, 2026.

Your Role as a Funded Partner

As a funded partner, you play an important role in communicating the impact of this investment. Public acknowledgment of Foundation support helps strengthen community awareness and demonstrates responsible grant stewardship. Recognition follow-through is an important component of the Foundation's partnership with grantees and will be considered during future grant reviews.

Recognition Recommendations

When communicating about your grant award, please use the recognition language provided in your grant award letter. This language has been customized to reflect:

- The funding source
- The local community foundation
- The appropriate grant review or recommendation body

Recommended Recognition by Grant Size

All Grants (Any Amount)

- One social media post announcing the grant and tagging the Community Foundation
- Include the Community Foundation on your website funder list

\$5,000+ Grants

- Press release OR newsletter announcement
- Acknowledgment in any printed or digital materials related to the funded project

\$10,000+ Grants

- Press release
- Logo included on event signage or program materials
- Invite Foundation staff to a site visit or program launch
- Share photos + short impact update within the grant year

\$20,000+ Grants

- Press release
- Two social media posts (award announcement + impact update)
- Include logo on event signage or program materials
- Invite Foundation staff to a site visit or program launch
- Share photos + short impact update within the grant year
- Include verbal/speaking acknowledgment at events



Timing Expectations

To ensure timely and consistent communication, we recommend:

- **Social media announcement:** Within 10 business days of grant receipt
- **Press release:** Within 30 days of grant receipt
- **Impact update:** Within the grant year or upon project completion

Why This Matters

Your communication:

- Builds trust in community philanthropy
- Encourages future giving
- Highlights real community impact
- Expands awareness of our shared mission

Announcing a Grant

Press Release

We encourage a press release for all major awards, new programs, or significant funding.

Approval Requirement

- Press releases **must be submitted for approval prior to distribution**
- Please allow **2–3 business days** for review
- Send to: comms@cfswi.org

Press Release Template

Title: [Your Organization Name] Receives Grant to Support [Program/Project Name]

[Location] — **[Recognition Statement found on the Foundation Grant Agreement].**

This funding will [describe what the grant will do and who it serves]. Through this work, [organization name] aims to [impact statement—what will change or improve].

“We are grateful for this support,” said [Name, Title]. “This investment allows us to [specific outcome or benefit].”

About the Community Foundation of Southwest Indiana

The Community Foundation connects people, ideas, and resources to strengthen communities, today and for generations to come. Since its founding, the Foundation has directed nearly \$80 million in grants to local nonprofits, supported scholarships for students, and invested in programs that make the region stronger, healthier, and more resilient. As a trusted convener and philanthropic leader, it works alongside donors, nonprofits, civic partners, and community members to address shared challenges and create lasting impact across Southwest Indiana.

For more information about the Community Foundation of Southwest Indiana, visit cfswi.org.

Community Foundation Media Contact: Eve Schroeder, Marketing & Communications Director,
comms@cfswi.org.



Requested Acknowledgment Language

Your organization is welcome to develop and distribute its own press release. We encourage you to share your story and highlight the impact your work is making in the community. As you do so, please acknowledge the Foundation as the grant funder by including the **Recognition Statement from the Foundation Grant Agreement**.

Social Media

Social Media Usernames

- Facebook: Community Foundation of Southwest Indiana
- LinkedIn: Community Foundation of Southwest Indiana

Approval

- Social posts **do NOT require approval**
- Use the guidance in this toolkit

Social Media Caption Options

Option 1 (Simple & Direct)

We're grateful to receive a grant from the [please tag] Community Foundation of Southwest Indiana to support [program/project]. This funding helps us [impact statement]. **[Recognition Statement found on the Foundation Grant Agreement]**.

Option 2 (Impact-Focused)

Thanks to support from the [please tag] Community Foundation of Southwest Indiana, we're expanding our work in [area of impact]. This investment helps us [specific outcome], strengthening our community for the future. **[Recognition Statement found on the Foundation Grant Agreement]**.

Option 3 (Story-Driven)

This work is made possible through community support. Thanks to a grant from the [please tag] Community Foundation of Southwest Indiana, we're able to [what you're doing] and make a meaningful difference for [who you serve]. **[Recognition Statement found on the Foundation Grant Agreement]**.

Option 4 (Short & Engaging)

Big news! 🎉 We've received a grant from the [please tag] Community Foundation of Southwest Indiana to support [project]. Excited to put this funding to work in our community! **[Recognition Statement found on the Foundation Grant Agreement]**.

Social Media Best Practices

- Always tag the Community Foundation
- Include a photo, video, or graphic
- Keep messaging focused on impact
- Avoid overly technical language

Canva Templates

To make sharing even easier, we've created ready-to-use Canva templates. Plus, [all nonprofit organizations can create a Canva Pro account for free!](#)



What's Included

- [Social media graphics](#)
- [Press release templates](#)

How to Access

1. Click on the links above
2. Click **"File"** and **"Make a Copy"**
3. Update:
 - Your organization name
 - Program/project details
 - Photos (if applicable)
4. Download and share!

Design Tips

- Keep fonts and colors consistent with the template
- Avoid adding new design elements outside the system
- Use high-quality images

Using Our Brand

Logo Usage

Please use the county-specific logo provided with your award materials when promoting grant-funded work.

- Use only official logo files
- Do not stretch, recolor, or alter
- Maintain spacing around the logo
- On print materials, our logo should never be smaller than 1 inch on the shortest side
- Use the correct version (light/dark backgrounds)

[Download Logos](#)

Logo Color Variations

- Full Color: Use on light or neutral backgrounds when possible. This is the preferred version and should be used whenever brand colors can be fully displayed.
- Full Color (Dark Backgrounds): Use on dark or highly saturated backgrounds where the standard full-color logo would be hard to see. This version is optimized for contrast and clarity.
- White: Use on dark backgrounds or imagery where a lighter logo is needed for strong contrast and readability.
- Black: Use for single-color applications or when color printing is unavailable. Best suited for light backgrounds.

How to Refer to Us

Use the full name on first reference. You may abbreviate to "Community Foundation" or "Foundation" after first use.



Messaging Guidance

Focus on:

- Community impact
- Partnership
- Long-term change

Helpful Language

- “strengthening our community”
- “investing in local impact”
- “supporting long-term solutions”
- “made possible through community generosity”

What Not to Do

To ensure clarity and consistency:

- Do **not** omit the Community Foundation of Southwest Indiana when announcing funding
- Do **not** credit any other funder in place of the Community Foundation for any grants you receive
- Do **not** alter or recreate the Foundation logo
- Do **not** publish press releases without approval
- Do **not** allow media to alter press release content when publishing

Photos & Storytelling

We love seeing your impact in action.

- Real people
- Programs in action
- Authentic moments

Send photos and updates so we can amplify your story!

Events & Recognition

If your grant supports an event or public-facing program:

- Invite the Community Foundation
- Acknowledge the Community Foundation of Southwest Indiana in remarks
- Include us in signage or printed materials

Quick Checklist

Before publishing your content:

- ✓ Included the Community Foundation name
- ✓ Used correct acknowledgment language
- ✓ Tagged us (if on social)
- ✓ Used approved logo
- ✓ Received Foundation approval on the press releases
- ✓ Shared your post with us

We're Here to Help

Contact: comms@cfswi.org