

Grant publicity guidelines

1. We encourage you to share the good news about your grant and recognize the generous donors who made it possible. The following are five key elements to publicizing your grant:

Acknowledge the Greater Milwaukee Foundation and the grant in all promotional materials. The fund name(s) is listed in your grant award letter.

2. Example: A \$10,000 grant from the Greater Milwaukee Foundation's XYZ Fund helped support the program.

For recognition on a donor wall or other signage, please use the Greater Milwaukee Foundation followed by the specific fund name.

Example: Greater Milwaukee Foundation
XYZ Fund

3. Use the paragraph below to describe the Foundation, if space permits:

For a century, the Greater Milwaukee Foundation has helped individuals, families and organizations realize their philanthropic goals and make a difference in the community, during their lifetimes and for future generations. The Foundation consists of more than 1,200 individual charitable funds, each created by donors to serve the charitable causes of their choice. The Foundation also deploys both human and financial resources to address the most critical needs of the community and ensure the vitality of the region. Established in 1915, the Foundation was one of the first community foundations in the world. With a total asset base of more than \$847 million, it is also among the largest.

4. Include the Foundation's logo with web and printed materials. Contact Paula Perez at pperez@greatermilwaukeefoundation.org for an electronic version. Please note: As of January 2015, the Foundation has a new logo. Please do not use the old Foundation logo in any materials.



5. Send copies of news releases, news stories and photos to Becca Mader at bmader@greatermilwaukeefoundation.org so we can share the news of the grant and its impact with our donors and friends. Also, join our community on Facebook (GreaterMilwaukeeFoundation) and Twitter (@GrMKEFdn).

Mail:
Greater Milwaukee Foundation
Attn: Becca Mader, Senior communication specialist
101 W. Pleasant St., Suite 210
Milwaukee, WI 53212

Contact Marketing Communications at 414.272.5805 with any questions.