Guidelines for Communicating Grants
from Health Foundation of South Florida

Health Foundation of South Florida is pleased to provide a grant to your organization. As part of your grant award agreement, we require you to write a news release and share the news of this grant to help raise awareness of the good work you are doing in the community. Please use the following guidelines to ensure consistency and accuracy in your communications.

Communications Contact
For traditional and social media questions, marketing, or public relations, please contact:

Shari Gantman, Vice President Communications
sgantman@hfsf.org or 305.374.9199

Name Usage
Correct:	Health Foundation of South Florida
Incorrect:	The Health Foundation of South Florida
Correct example:	The grant was awarded by Health Foundation of South Florida.

Logo
Our logo is available in JPG and EPS formats in both color and black and white on our website. Pantone colors: yellow 110 and 641 blue. Please click on the Newsmakers tab on the website's homepage to access the logos. Please do not alter the logo in any way except to resize for space.

Website
www.hfsf.org

Social Media
To help promote the work you are doing, please join with us on:

Twitter: @HealthSFL

Facebook: https://www.facebook.com/healthfoundationofsouthflorida

Publicity, Advertising & Promotion
Please provide, in advance, samples of materials you plan to share about your grant so we can review for accuracy (e.g., ads, programs, flyers, brochures, website copy). For the news release requirement to promote a grant from Health Foundation of South Florida, we require grantees provide a draft prior to release, publication or posting. Please email the press release in advance to Shari Gantman, Vice President Communications at sgantman@hfsf.org

If your grant-funded project includes the use of marketing materials such as advertisements, banners, printed programs, flyers, etc., please show us the design before production. Our intent is to ensure accuracy in the purpose of the grant and use of our name and logo only, not to edit your work. We are happy to promote your success stories on our website, in print materials, and with media outlets—please share them with us.

Sample Press Release Format

Dateline: This includes the distribution date of the press release, followed by the hometown of the person or organization presenting the news, and finally followed by the start of the first body paragraph

<address>
<date>
FOR IMMEDIATE RELEASE CONTACT: <your name here>
<your organization's name here>
<phone>
<e-mail address>

<div align="center">

<Title of Story>

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Headline: The headline, or press release title, should be attention-grabbing while still telling journalists the essence of the news contained in the release.

Summary: The summary should be a brief paragraph presenting more details about the actual news contained in the body of the press release. In online distribution, the summary is often displayed in listings with the headline.

Press Release Body: The body of the release will go into further detail about the news. The who, what, when, where, and why questions should all be answered in the first paragraph if possible, followed by any quotes and supporting facts.

Boilerplate: A press release boilerplate is a paragraph after the press release body which gives general background (not usually directly related to the news angle) about the person, organization, or company issuing the press release. In addition to a boilerplate for your organization, your press release should also include the one for Health Foundation. It may appear above or below yours.

HFSF Boilerplate: The mission of Health Foundation of South Florida is to be an investor and a catalyst for collaborations, policy and systems change that improves the health of South Florida communities, with a focus on vulnerable populations. Established in 1993, the nonprofit foundation has awarded over $125 million to nonprofits providing programs and services in Broward, Miami-Dade and Monroe Counties. For more information, visit www.hfsf.org or call 305.374.7200.

Call to Action: Generally a one-sentence closer following the boilerplate of the news release, and starting with something like "For more information about xxx…"

Contact Info: Full contact information, or at least as much as possible, including a full contact name, phone number and email address. A mailing address and cell phone number can also be included.

Closing: To close a press release (to let the journalist know there are not additional pages), center ### at the bottom of the page.

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