



GRANTEE PUBLICITY GUIDE

Congratulations on your grant from The Health Foundation of Central Massachusetts!

We expect to make an official announcement of all grant recipients in this round of funding and will reach out to you soon for your review and approval of content referencing your organization and project. *(Please refrain from sharing the news until after the Foundation has made its official announcement.* If there is a special circumstance that warrants a change in the timing, please consult with Foundation staff.)

Following the Foundation's official announcement, we request that all grantees publicize and reference their respective grants to help raise awareness of their missions and the projects that we support to improve health in the region.

To help you get the word out, we have created the following grant publicity checklist:

- Get the word out on your website.** If you have a news section, be sure to post a news brief so that your visitors can see your exciting update! If applicable, you can also link to the Foundation's press release.
- Note the funding in your newsletter.** If you have a regular email communication to your stakeholders, include a link to the press release or web post. E-newsletters are a great way to connect directly with your audience.
- Share the grant news on social media.** Whether it's Facebook, LinkedIn, X (formerly Twitter), Instagram or TikTok, social media is an effective tool to help raise awareness of your grant project and potentially attract additional funding support. Please ensure that posts about the grant identify the Foundation as a funder and link to our website and/or tag our social media accounts.
- Announce your grant in a press release.** Consider creating your own press release with details about your project and the Foundation's funding award, including a reference to the Foundation and link to our website (www.thfcm.org). Per our grant requirements, please confer with Foundation staff regarding timing and provide a draft copy of the press release to the Foundation for review at least 5 days prior to distribution to news outlets.
- Reference the grant going forward.** In future materials such as reports, brochures, videos or graphics, identify the Foundation as a funding source or project partner. Please remember to mention the Foundation in media interviews about the project.



Here is information to help with your publicity materials:

◆ **FOUNDATION WEBSITE**

www.thfcm.org

◆ **FOUNDATION LOGO**

www.thfcm.org/the-health-foundation-logo/

◆ **PRESS RELEASE BOILERPLATE**

About The Health Foundation of Central Massachusetts

The Health Foundation of Central Massachusetts is dedicated to improving the health of those who live or work in Central Massachusetts, with particular emphasis on vulnerable populations and unmet needs. Through its unique and impactful approach to grantmaking, the Foundation supports community-identified health issues, with health defined broadly to include social determinants of health and with a focus on promoting health equity. As a health conversion foundation launched in 1999 following the sale of the not-for-profit HMO Central Massachusetts Health Care Inc., the Foundation's grants have totaled over \$59 million to more than 230 unique organizations over its history. For more information, visit www.thfcm.org.

◆ **SOCIAL MEDIA CHANNELS**



[@HealthFoundationCentralMA](https://www.facebook.com/HealthFoundationCentralMA)



[@THFCentralMA](https://twitter.com/THFCentralMA)



[The Health Foundation of Central Massachusetts Inc.](https://www.linkedin.com/company/The-Health-Foundation-of-Central-Massachusetts-Inc)

◆ **SOCIAL MEDIA HASHTAGS (as appropriate)**

#THFCMgrant

#SynergyIntitiativeGrant

#ActivationFundGrant