



PUBLICITY GUIDELINES FOR GRANT RECIPIENTS

Congratulations on the grant you have received from the Southwest Initiative Foundation (SWIF)! We are pleased to partner with you on this project. The following are guidelines and resources to help you publicize your relationship with the Southwest Initiative Foundation. We ask that you recognize the SWIF as a funding partner in all promotional and informational materials regarding your project.

Please feel free to contact Sarah Libbon, SWIF Communications Officer, at sarahl@swifoundation.org or (800) 594-9480 if you have any questions or need additional resources.

1. We encourage you to contact your local newspaper and radio stations regarding the Southwest Initiative Foundation grant that has been awarded to your project/program. We also send news releases summarizing our grant activity on a regular basis to media throughout southwest Minnesota. Occasionally, we may also write a “featured story” regarding your project for media release or for our publications and may contact you for further information and/or quotations.
2. Standard attribution language: “*The _____ project/program was made possible, in part, by a grant from the Southwest Initiative Foundation.*” or “*Funding support for the _____ project/program was provided by the Southwest Initiative Foundation.*”
3. The following language may be used to describe the Southwest Initiative Foundation in news releases, brochures, flyers, etc.:

“The Southwest Initiative Foundation is a regional community foundation dedicated to advancing southwest Minnesota through leadership, relationship-building, program development and philanthropy. The foundation has contributed over \$42 million to date through its grant and loan programs in southwest Minnesota. To learn more about the foundation, visit www.swifoundation.org on the World Wide Web.”

4. We encourage you to use our logo whenever possible. Attached in this email message are two versions of the SWIF logo. Please use the logo without the tagline in instances where the tagline would be too small to be legible. The SWIF logo is available in alternate formats. Please feel free to contact Sarah Libbon, SWIF Communications Officer, at sarahl@swifoundation.org or (800) 594-9480 if you have any questions or need additional resources.
5. If your project was funded through the SWIF’s Paul & Alma Schwan Aging Trust Fund, please recognize the funding source as follows:

“The _____ project/program was made possible by a grant from the Paul & Alma Schwan Aging Trust Fund, a component fund of the Southwest Initiative Foundation.”