

SALISBURY-ROWAN COMMUNITY FOUNDATION

A regional affiliate of Foundation For The Carolinas

Congratulations on Your Recent Grant

Foundation For The Carolinas and our regional affiliate, Salisbury-Rowan Community Foundation, are pleased to make this investment in your important work. **We encourage you to publicize your nonprofit's grants and the results of this funding.**

When possible, we want to share your impact with donors who have established giving funds with us. This communications toolkit is intended to help you share your good work with our charitable community:

- ▶ **Reminder: Salisbury-Rowan Community Foundation is a regional affiliate of Charlotte-based Foundation For The Carolinas.** All grant decisions are made by a local board of advisors. For more information about our regional affiliate organizations – including recent grants, history and a complete list of the board of advisors – visit: www.ffc.org/regional_affiliates
- ▶ In addition to publicizing your initial grant funding, we'd love to see results! **Please share outcomes of your grants with your community on social media and other channels.** Be sure to tag Foundation For The Carolinas (*see sidebar*) so we can amplify your post on our own social media channels to our community of generous donors and leaders.

Help Us Share Your Story

- ▶ We're always looking for stories that inspire philanthropy from nonprofits in our region, especially if they're showcasing the results of our grant funding! If you'd like to share your organization's story, please complete our Philanthropy FOCUS submission form: <https://forms.office.com/r/x8ZsvNdi9V>. Your story may appear on our website, www.PhilanthropyFOCUS.org.
- ▶ If you have a post or a way for us to partner on social media, please share your idea to our social media submission form: <https://forms.office.com/r/JBRXTQ0FSz>.

Sample Posts

To make it easier to share, we have created this template you can use: [Visit Canva](#).

Note: We are including a generic photo you can use to post an update on your grant, but we encourage you to share actual photos if possible.

In addition, here is some suggested language that you can tweak to fit your own needs:

- ▶ Publicizing your grant:

Great news to share: We're excited to announce a recent \$XXX grant from Salisbury-Rowan Community Foundation, a regional affiliate of @foundationforthecarolinas. With this gift, we will be able to (*describe your grant request*).

- ▶ Publicizing a result:

Exciting update to share: Thanks to the \$XXX grant we received from Salisbury-Rowan Community Foundation, a regional affiliate of @foundationforthecarolinas, we were able to (*briefly describe what the granted funded*).

Help Us Help You!

Keep in Touch:

- ▶ When publicizing your grant, please mention the funding was possible by a "grant from Salisbury-Rowan Community Foundation, a regional affiliate of Foundation For The Carolinas."
- ▶ When sharing on social media, please tag Foundation For The Carolinas. This alerts us to your post so we can share to our own channel:
 - ▶ **Facebook:** [@foundationforthecarolinas](https://www.facebook.com/foundationforthecarolinas)
 - ▶ **Instagram:** [@fftcarolinas](https://www.instagram.com/fftcarolinas)
 - ▶ **LinkedIn:** [Foundation For The Carolinas](https://www.linkedin.com/company/foundation-for-the-carolinas)

We Can Help:

- ▶ Want us to share news, an event, an accomplishment, etc., on our social media platforms? We've made it easy! Just fill out this form: <https://forms.office.com/r/JBRXTQ0FSz>

- ▶ Contact us to learn how FFTC's Center for Nonprofit Sustainability supports nonprofits in our region: philanthropy@ffc.org

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Community Foundation**

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Foundation For The Carolinas

