



## Communication and Media Guidelines for Grant Recipients

Congratulations on receiving a grant from the San Antonio Area Foundation. We are pleased to support your organization and happy to assist with publicity.

Below are the Area Foundation's communication and media policies. We encourage you to share your grant announcement with the news media as well as with your constituency, directors, and potential donors via news release, social media, newsletter and direct communication.

If you need assistance, contact the Communications Department at 210.242.4748 or [communications@saafdn.org](mailto:communications@saafdn.org).

### News releases

Please do not use the abbreviation "SAAF." On first reference, please say "San Antonio Area Foundation." On subsequent references, please use "Area Foundation." If you must use an acronym, please use SAAFdn.

Please use the following description for your grant: *"a grant from the [fund name] of the San Antonio Area Foundation"*.

Please use the following description for the "About the San Antonio Area Foundation" section of your media releases and other communications:

The San Antonio Area Foundation has served as the sole, designated community foundation for the San Antonio area for over half a century, growing to become one of the Top 20 foundations in the nation based on asset size. The Area Foundation helps donors achieve their charitable goals, managing more than 500 charitable funds approaching \$1 billion in assets. Coordinating efforts with numerous area nonprofits, the Area Foundation serves as a collaborative leader, connecting donors to address key community issues and investing in our future. Since 1964, over \$400 million for scholarships and grants have been awarded to enhance the quality of life in our region. Learn more about your community foundation at [saafdn.org](http://saafdn.org).

### Collateral materials

Please do not use the abbreviation "SAAF." On first reference, please say "San Antonio Area Foundation." On subsequent references, please use "Area Foundation."

When referring to your grant in a newsletter, e-newsletter, annual report, brochure or other appropriate printed collateral materials, please use the following description: *"a grant from the [fund name] of the San Antonio Area Foundation"*.

### Advertising and signage/plaques

Please do not use the abbreviation "SAAF." If you must abbreviate, use "Area Foundation." The San Antonio Area Foundation's logo and/or credit must appear in all printed advertising and signage/plaques as follows: *"a grant from the [fund name] of the San Antonio Area Foundation"*.

### **Website and social media**

You may include an announcement on your organization's website and/or through social media regarding your grant. Please do not use the abbreviation "SAAF." On first reference, please say "San Antonio Area Foundation." On subsequent references, please use "Area Foundation".

The credit should appear along with a hyperlink to the Area Foundation's website: [www.saafdn.org](http://www.saafdn.org) and/or a link to the Area Foundation's Facebook page: [facebook.com/SanAntonioAreaFoundation](https://www.facebook.com/SanAntonioAreaFoundation), Twitter [@saafdn](https://twitter.com/saafdn), Instagram [@saafdn](https://www.instagram.com/saafdn)

### **Downloading our logo**

To download our logo, visit <http://www.saafdn.org/pressroom>

Under the bulleted list, click on "Logos." This will find you to our Flickr website, where you can choose various formats.

You also can reach the link above by going to our website homepage, [www.saafdn.org](http://www.saafdn.org), clicking on "About," then "News," then "Press Room," then "Logos."

### **Questions?**

If you have questions about these policies or need assistance publicizing your grant, please contact:

Lorna Stafford

Director of Communications and Marketing

210.242.4748 or [lstafford@saafdn.org](mailto:lstafford@saafdn.org)

Eliana Rodriguez

Digital Marketing Manager

210.228.3763 or [erodriguez@saafdn.org](mailto:erodriguez@saafdn.org)

Arizbeth Posada

Communications Specialist

210.904.2746 or [aposada@saafdn.org](mailto:aposada@saafdn.org)

We welcome your photos, social media mentions and updates regarding your grant!