



Grant Communications Kit

Guidelines for Acknowledging Your Grant

Congratulations on receiving a grant from ARTSFAIRFAX (formerly the Arts Council of Fairfax County)!

Grant recipients like you are our partners in raising the visibility of the arts and culture in Fairfax County. What follows are instructions and tools to acknowledge your ARTSFAIRFAX grant. This *Grant Communications Kit* is intended to help showcase the excellent work you do and the value of public arts funding and support. The following topics are covered:

1. [How to Credit ARTSFAIRFAX](#) and Promote the Power of the Arts
2. [Shine a Light on Your Grant with an Effective Media Strategy](#)
3. [Make an Impact with Social media: Some Tips](#)
4. [Draw on Fast Facts about ARTSFAIRFAX](#) with the media, audiences and other stakeholders.
5. Resources you can use: Sample [News Release](#) and [Public Service Announcement](#) and [More](#)

Overall, we look forward to partnering with you to:

Collaborate with ARTSFAIRFAX to Build Awareness of the Power of the Arts:

- ✓ Add our logo and name and link www.ARTSFAIRFAX.org to your website and newsletters
- ✓ Create your Arts Directory listing on our website

Follow us and Share on:

- ✓ Facebook: facebook.com/ARTSFAIRFAXcounty (@ARTSFAIRFAXcounty) and use the hashtag #ARTSFAIRFAX
- ✓ Twitter: @ARTSFAIRFAX and use the hashtag: #ARTSFAIRFAX
- ✓ Instagram: @ARTSFAIRFAX and use the hashtag: #ARTSFAIRFAX

And let us know about your work

- ✓ E-newsletter – register at www.ARTSFAIRFAX.org
- ✓ Employment Listings at www.ARTSFAIRFAX.org/resources/opportunities/jobs

Please feel free to contact our staff with any questions or suggestions by phone at (703) 642-0862 x6 or by e-mail at grants@ARTSFAIRFAX.org.

The Power of Culture

ARTSFAIRFAX believes the arts are transformative and fundamental to our lives; they promote social engagement and understanding that connect people of different backgrounds, cultures, and experiences; and the arts are essential to building communities, creating a sense of place, and fueling social and economic growth. These core values define what we want for culture in Fairfax County. They guide our efforts and help us measure success – and how far we still have to go to ensure that the arts reach every neighborhood.

What You Can Do

Culture and our collective success is ultimately about *you*. Our grantees are the cultural life of Fairfax County and make the arts and humanities vital, thriving, and accessible. Without you, we stand to lose everything that the arts brings to communities. And by investing in you, **ARTSFAIRFAX** invests in our shared future.

It is essential that we work together to build public support and awareness of the power of culture by shining a light on these grants and their impact, as well as how these investments make us culturally unique. This communications kit is designed to help you make the most of your grant, and help **ARTSFAIRFAX** raise visibility of the critical role these funds play in the lives of our cultural organizations, schools, and communities.

Your help with this effort is greatly appreciated, and any creative ways you can help publicize how **ARTSFAIRFAX** grants support your work are welcome.

When, Where, and How to Credit ARTSFAIRFAX

Grant recipients must credit **ARTSFAIRFAX** during the grant period by using the **ARTSFAIRFAX** logo and/or credit line.



Logos and Branding Guide are available in the appendix of this document and also listed under "Logo and Branding Guide" on our website [here](#). Details on the graphic standards for its use and placement are included in Appendix A.

Credit Line: **Organization name/program name is funded in part by ARTSFAIRFAX.**

Operating Support Grant recipients should credit **ARTSFAIRFAX** during the entire grant period.

Project Support, Fast Track, and Organizational and Professional Development Grant recipients are expected to credit **ARTSFAIRFAX** during planning, implementation, and wrap-up of the project.

Strauss Fellows should credit **ARTSFAIRFAX** for the 12 months following their selection.

Grant recipients are expected to credit ARTSFAIRFAX in the following ways when referencing the supported project:

Printed Materials

- ✓ Include the **ARTSFAIRFAX** logo and/or credit line on all print materials, including educational materials, annual reports, flyers, program listings, event calendars, newsletters, magazines, mailers, catalogues, postcards, news releases, articles, and other printed materials.
- ✓ Event Materials: Grant recipients producing multi-page printed programs for events must include the **ARTSFAIRFAX** logo and credit line in all season or event specific programs.
 - Grant recipients with no printed program for events are expected to display signage crediting **ARTSFAIRFAX** at the event and/or credit **ARTSFAIRFAX** verbally.
- ✓ Donor Recognition: List **ARTSFAIRFAX** under the appropriate donor acknowledgement level. If listing donors by amount given, list **ARTSFAIRFAX** among donors who have given an equivalent amount to the **ARTSFAIRFAX** grant received.

Advertising

- ✓ Print: Use the **ARTSFAIRFAX** logo and/or credit line in all print advertisements 10 column inches or greater including, newspaper, magazine, outdoor, advertising etc.
- ✓ Digital: Include **ARTSFAIRFAX** logo/credit line in all electronic/internet advertisements
- ✓ Broadcast: Mention **ARTSFAIRFAX** radio and television ads

Digital Communications

- ✓ Include **ARTSFAIRFAX** logo and/or credit line on all mass digital communications to your constituents including, your website (on home page and a funder/sponsor credit page if present), e-newsletters, and other digital communications to your email list(s). Where possible, the **ARTSFAIRFAX** logo should include a hyperlink back to the **ARTSFAIRFAX** website, www.ARTSFAIRFAX.org.
 - For Project Support Grant recipients, include **ARTSFAIRFAX** logo and/or credit line with hyperlink on your website on all pages relating to the **ARTSFAIRFAX** funded project.
- ✓ If you have a Facebook Page, make a post acknowledging the grant using the hashtag **#ARTSFAIRFAX**, link to our Facebook Page, and like our page (@**ARTSFAIRFAX**county).
- ✓ If you are on Twitter, tweet about your grant using the twitter handle @**ARTSFAIRFAX** and the hashtag **#ARTSFAIRFAX**.
- ✓ For grant recipients with on-site electronic communications tools such as digital signs or displays, include the **ARTSFAIRFAX** logo and/or credit line.
- ✓ For grant recipients whose **ARTSFAIRFAX** funded work includes television, radio, or internet programming, credit **ARTSFAIRFAX** by including the **ARTSFAIRFAX** logo and credit line, and/or verbal credit wherever possible.

Media Releases and Interviews

- ✓ Credit **ARTSFAIRFAX** in your press releases on the funded project, program, or event.
- ✓ Where possible in interviews with print, radio, television, or online media, reference **ARTSFAIRFAX**'s funding and its effect and value to your event, project, and work.

Verbal Credit

- ✓ When written credit is not applicable, such as when there is no printed program, organizations are expected to give verbal credit to **ARTSFAIRFAX** prior to each of the supported performances or events. If an announcement is not feasible, place a sign in the lobby using the **ARTSFAIRFAX** logo and/or credit line.

Benefit Events and Fundraising

- ✓ Credit **ARTSFAIRFAX** in fundraising materials and communications in a similar fashion and under the appropriate level in a list of funders or donors.

If you have any questions, suggestions, or feedback related to credit expectations, marketing, or publicity please contact the Arts Council at (703)642-0862 or info@ARTSFAIRFAX.org.

Also, our collective success is ultimately about you, so please let us help promote your events, programs, etc. by submitting information to info@ARTSFAIRFAX.org.

PROMOTIONAL RESOURCES

Creating a Media Strategy

Working with the media is one of the most effective ways to develop a strong, positive presence in your community. These guidelines are designed to help you do that, particularly if your organization hasn't had much experience with media relations in the past.

As You Prepare

- Think of 'media-friendly' events and programs you can use to promote your grant. Do you have a showcase or performance scheduled? Invite the media and your elected officials to these events.
- Leverage your stakeholders. Look inside and outside your organization for advocates. Identify spokespersons to tell your story; bloggers and taste makers to enhance your social media presence. Gather testimonials from constituents or partners to highlight the impact of your work on their lives and the community.

Create a Distribution List

- Think of all the types of local media in your area. Make a list of local newspapers, trade journals, online publications, radio programs, public broadcast, television stations and local bloggers. See attached resources to gather local media contact information.
- Your media list should include each reporter or assignment editor's name, address, email, phone number and fax number. Remember to know the medium in which is best to contact (ie: phone, email or fax).
- Be sure to include a publications photographer or photo editor contact. A photographer may attend the event even if a reporter is unavailable.

Create Your Press Release

- Attached, you will find a sample press release to help guide you. A press release is one of the best ways to get word out about your event or program to local media. **Include ARTSFAIRFAX logo and/or credit line in all press releases about the funded program.** Give yourself enough time to properly promote your event or project. Aim to send a press release one month in advance, then reconnect with your contacts a week or two before the project or event takes place.
- Who, what, when, where and why are all answered in a press release. Be sure to include your spokesperson's contact information on the release. Many reporters may have questions or seek additional information on your event or program.
- Be sure to include a photo with your press release. A visual representation of your event/project or a logo of your organization will help readers better identify your event or project.
- Publish the press release on your organization website or blog.

Getting the Word Out

- Utilize your media distribution list. Send your press release, along with photo, captions and credits to your contacts. Remember, timing is everything, don't send a news release after 3 pm and try not to send it at the end of the work week.
- Invite your media contacts for interviews, tours or a behind-the-scenes look at your event, program or project.
- Remember the power of social media. Use Facebook and Twitter to spread the word about your event. Make sure you include relevant media in these links or post on their social media pages, as well. Use hashtags when applicable – **ARTSFAIRFAX** retweets relevant messages with the hashtag **#ARTSFAIRFAX**.

- Don't forget to send your press releases to any community group or civic organization that might be interested – these can include [Visit Fairfax](#), local Chamber of Commerce groups, public schools and other arts and culture organizations.
- Include your local, state, and federal representatives in a separate email. While they might not be able to attend they often pass on good news from constituents.

Pitch Your Story

- Follow up by calling the media contacts to confirm receipt and to “pitch” your story.
- Present the facts quickly and emphasize why this would interest his or her readers or viewers.
- If there is interest, you might offer to set up an interview with the director or a tour of your facility.
- If at all possible, offer a high resolution photograph of your event or a past event to use in promotion. Attached find a photo permission form for members to use.

Also see:

- [Media Resources](#)
- [Sample Press Release](#)
- [Sample Public Service Announcement](#)
- [Suggestions for Celebrating Your Achievement](#)
- [Fast Facts about ARTSFAIRFAX](#)
- [Photo Permission Form](#)

Social Media

Social media tools, such as blogs, Facebook, Twitter, and Instagram are great, useful resources when trying to share news of your grant.

Reach new and relevant constituents by familiarizing yourself with social media sharing best practices.

A few things to consider when using social media to promote your grant or event:

- **Integrate social media into your overall strategy:** Social media is a great tool when trying to reach the constituents, but it's not the only tool. Make sure to include your greater media outreach goals in your social media plan. Reference your press release section of your website, your news page and more.
- **Familiarize yourself with each platform:** Create accounts on social media sites well in advance of promoting your grant, event or project. Find others on the site with like goals that will share your content. Are there other organizations with similar values and missions?
- **Know your goal:** Why are you using social media? What is your long-term goal with social media?
- **Pick the platform best suited for your goal:** There are a number of social media platforms available, pick the one that best suits your needs and develop a well-thought out social media strategy. Does the content you promote lend itself to a certain medium? If you take high-quality photos, maybe Instagram is the best platform. If you want to publicize events, stick to Facebook and Twitter.
- **Make a plan:** Creating an engaging, active social media presence can be time consuming. What can you do to sustain a plan? Who will be the point person on social media? How often do you plan to publish fresh content? Who will monitor your social media channels and respond as appropriate to comments/questions from the public?
- **Use personality:** Social media users are looking to build a community. Make sure your content provides a strong voice with interesting content.
- **Share for others:** Social media is about sharing, so be a good steward and share relevant information in retweets and shares on social media.
- **Be engaging:** Aim to have two-way interaction and conversations. Enable comments and engage with users of similar interest in your field. Find relevant hashtags on Twitter to follow and retweet when necessary.

For additional information on social media strategies visit the [National Endowment for Arts Social Media guide](#).

Media Resources

Your organization's media contact list should include all print and broadcast media in your area as well as any pertinent national outlets or trade publications. Use the resources below to build a media list for your organization.

Other media contacts can be found by visiting your local outlets website or social media sites.

Newspapers/Periodicals

- www.usnpl.com —This website contains a list of local newspapers, as well as local magazines and college newspapers.
- [Newslink.org](http://www.usnpl.com) —Similar to <http://www.usnpl.com>, this website sorts outlets by state and contains lists of business and specialty newspapers.
- [Dailyearth.com](http://www.dailyearth.com) —This website lists newspapers by state and also has a subset of major metropolitan dailies.
- [Mondo Times](http://www.mondotimes.com) —This website contains a list of local newspapers and magazines.
- [50states](http://www.50states.com) —This website links to over 3,300 United States newspapers.
- [News Media Yellow Book](http://www.newsmediayellowbook.com) —This resource via paid subscription is published quarterly, provides a directory of contacts for the country's largest daily, weekly, and trade newspapers and magazines. It also contains lists of radio and television networks, television channels, and radio stations. An assignment index includes a list of arts, culture, and entertainment reporters and editors.

Broadcast

- [Newslink.org](http://www.newslink.org) —This website lists TV and radio stations by state or category.
- [NPR.org](http://www.npr.org) —Using this website, you can search by city to find local NPR affiliates.
- [Mondo Times](http://www.mondotimes.com) —This website contains lists of local radio and TV stations.
- [Station Index](http://www.stationindex.com)—This website lists TV stations in the top 210 media markets.

Social Media

- [DCist](http://www.dclist.com)—Local NPR affiliate WAMU supported local news and entertainment site.
- [East City Arts](http://www.eastcityarts.com)—Local site focused on the region's visual arts—exhibitions, classes, reviews and events.

Sample News Release

(Insert your organization logo)

News Release
For Immediate Release
Today's Date

Contact:
Contact Name
Contact information

(insert your organization's name) Awarded Grant from ARTSFAIRFAX

(insert your institution's city) - Thanks to a grant from **ARTSFAIRFAX**, (describe how your organization will use the grant money for the benefit of your constituents).

Describe the details of your grant project/use. Are you inviting people to an event? Make sure all relevant information is provided.

(insert a quote from your organization's director)

(insert the quote from **ARTSFAIRFAX's** President and CEO provided for you in the Fast Fact Sheet)

(use the "Program Statement" and the "Vital Statistics" provided for you in the Fast Fact Sheet for your grant program).

(Insert 1-2 sentences about your organization)

ARTSFAIRFAX is the voice of the arts, dedicated to fostering dynamic and diverse local arts, ensuring that arts thrive by providing vision, leadership, capacity-building services, advocacy, funding, education and information.

**** Try to add a photo of your event/project to your press release, this will draw the eyes and curiosity of readers.**

Sample Public Service Announcement

Radio and television stations often broadcast free community announcements as a public service to the areas they serve. You can submit written Public Service Announcement (PSA) scripts to the public service directors of your local radio and cable television stations. Public Service Announcements are often written to be ten or thirty seconds long when read aloud. When requested, some stations will mail back a postcard to let you know the date and time of the PSA broadcast.

Consider including a color image of your organization when providing PSAs to cable stations. You can also pitch the idea of a free display to the local transportation authority to reach users of buses, subways, and the airport.

PUBLIC SERVICE ANNOUNCEMENT

USE THROUGH OCTOBER 31, 2018

:30 [Indicates that announcement runs for thirty seconds]

DID YOU KNOW THAT ANYTOWN'S ARTS ORGANIZATION IS SPONSORING A CHORAL EVENT TO CELEBRATE WILLIAM SHAKESPEARE? THANKS TO A \$20,000 GRANT FROM **ARTSFAIRFAX**, THE ORGANIZATION IS EXPLORING THE LIFE AND TIMES OF THE CELEBRATED BARD. CALL 505-555-1234, FOR MORE INFORMATION.

Suggestions for Celebrating Your Achievement

1. Alert all the news media.
2. Share your success with everyone who participates in your organization's activities.
3. Invite your elected officials to your event.
4. Send a letter of congratulations to your board, members, friends, elected officials, and all in the community who support your organization.
5. Display a banner or projection to celebrate your accomplishment.
6. Write a feature story about this award for your newsletter, annual report, and printed media. Or identify someone outside your organization to write a blog.
7. Notify your staff, board and volunteers about this award and congratulate them.
8. Highlight your award online. Use headlines, stories, and/or images to share the news on your organization's Web site, Facebook page, Twitter feed, blog, and Instagram account. Be sure to link back to the **ARTSFAIRFAX's** Web site (www.ARTSFAIRFAX.org) so users can learn more about the award, and don't forget to make a post about acknowledging your award using the hashtag #ARTSFAIRFAX, link to our Facebook Page, and like our page (@ARTSFAIRFAXcounty).
9. Host a reception or open house for the community to learn about your programs and services and to help celebrate your award.
10. Use the occasion of your award to write an editorial or a blog that highlights your impact and role in the community.
11. Send copies of press clips about the award to [ARTSFAIRFAX](http://www.ARTSFAIRFAX.org) and send us photographs and stories about how you have benefited from the grant so that we can help share your story.

Fast Facts about ARTSFAIRFAX

According to the most recent Americans for the Arts study "Arts & Economic Prosperity V," the nonprofit arts and culture are a \$271.6 million industry in Fairfax County—one that generates \$9.27 million in local taxes and \$19.3 million in combined local and state government revenue. The arts are essential to producing a thriving community, creating a sense of place, and fueling social and economic growth.

ARTSFAIRFAX's grants program awards approximately \$500,000 in County funds to artists and arts organizations of all disciplines. In FY17 the Arts Council awarded 65 grants to 38 arts organizations and 3 artists. **ARTSFAIRFAX's** grant recipients provided over 14,000 performances and activities that were attended by over 600,000 people.

Quote

"These grants funded by Fairfax County support arts organizations and artists throughout Fairfax to provide a wide range of quality arts programming that transforms lives and builds community."

— Linda S. Sullivan, President and CEO of the **ARTSFAIRFAX**

About ARTSFAIRFAX

The **ARTSFAIRFAX** is the voice of the arts, dedicated to fostering dynamic and diverse local arts, ensuring that arts thrive by providing vision, leadership, capacity building services, advocacy, funding, education and information.

PHOTO, VIDEO AND AUDIO RELEASE FORM

ARTSFAIRFAX
2667 Prosperity Avenue, Suite A
Fairfax, VA 22031
PHONE: (703) 642-0862
FAX: 703-712-8599

info@ARTSFAIRFAX.org <http://ARTSFAIRFAX.org>

I, _____, hereby grant **ARTSFAIRFAX** ("**ARTSFAIRFAX**") permission for the use of the photograph, video and/or audio file entitled _____ (the "Work") (copy attached if applicable) in conjunction with present and future **ARTSFAIRFAX** programs. By giving my permission, I understand that I do not give up any copyright that I may hold.

I agree that **ARTSFAIRFAX**, and its assignees and designees, may use the Work in any of the following ways:

1. Print media and print publications. **ARTSFAIRFAX** may use the Work in print materials.
2. Lectures/Workshops. **ARTSFAIRFAX** may utilize the Work for presentations about **ARTSFAIRFAX** programs which are open to the public and/or programs that require fees for entry/participation.
3. The Internet. **ARTSFAIRFAX** may utilize the Work in video, audio, photo, and/or text format in streaming and/or downloadable format on its website (www.ARTSFAIRFAX.org), in electronic mailings, in electronic/web media, and/or in podcasts.
4. Television. **ARTSFAIRFAX** may utilize the Work in television segments or programs to be aired on local, public, cable, satellite, and/or digital TV.
5. Video/DVD. **ARTSFAIRFAX** may utilize the Work in DVDs to be distributed as a public service announcement or educational video.
6. Successor technologies. **ARTSFAIRFAX** may utilize the Work in subsequently developed technologies, in manners consistent with the above.

I recognize that this permission includes worldwide rights. I release **ARTSFAIRFAX**, and its assignees and designees, from any and all claims and demands arising out of or in connection with the use of the Work. I certify that I have all rights necessary to agree to these terms.

In using the Work, please credit as follows:

Caption:

Photo, video, and/or audio copyright information:

Accepted and agreed:

Date

Address, City, State, Zip

Phone

E-mail

Print Name

Digital Signature of Rights Holder Address

(Please fill out all other form fields first, then click on red button above and save document under new name.)

+++++

Please return the signed form to

ARTSFAIRFAX

Phone: (703) 642-0862

Fax: (703) 277-1085

info@ARTSFAIRFAX.org

<http://ARTSFAIRFAX.org>

Appendix A



Branding and Logo Guide

Attached below:



ARTSFAIRFAX

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PURPOSE OF GUIDELINES

Our brand is our identity. It's who we are and what we stand for. Understanding how to convey it to the world is vital to ensuring consistency and creating a memorable brand. These guidelines are meant to do just that.

ARTSFAIRFAX : LOGO GUIDE

LOGO & BRAND MARK

ArtsFairfax's primary logo is a wordmark and character icon. The main lettering style is bold and enthusiastic. The brand mark icon represents mobility and expansion. It is recognizable and memorable, and the color creates a fluid and interesting motion.

This is the main logo that will be used in all ArtsFairfax branding, including the website, print materials such as brochures, business cards and any marketing materials.

It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

LOGO



BRAND MARK



ARTSFAIRFAX : LOGO GUIDE

LOGO & BRAND MARK: SAFE AREA

The logo is to be used as a signature, separated physically from other graphics and text, and visually prominent.

Safe area is used to prevent placing other elements near the logo that may distort the perception of the logo.

The module used to determine the safe area around logo is the height of the letter “A” in ARTS.

The minimum size for the logo is 1 inch across.



MINIMUM SIZE - 1 INCH

ARTSFAIRFAX : LOGO GUIDE

LOGO & BRAND MARK: VARIATIONS

ACCEPTABLE VARIATIONS

Maintaining consistency with our logo is crucial to upholding our brand standards. Utilize only the accepted color variations shown here and always ensure the logo remains intact, as a whole. To ensure optimum clarity and readability, there should be adequate contrast between the selected color variation and the background.

It is acceptable for the logo to be presented in all white on one of the 7 brand colors.



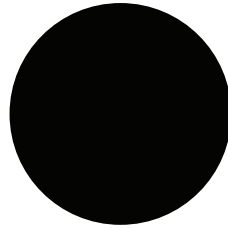
UNACCEPTABLE VARIATIONS

The logo should only be shown using the accepted color variations shown above. Examples of unacceptable variations are shown here.



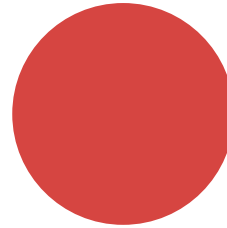
COLOR PALETTE

ArtsFairfax's color palette consists of 7 colors. Black is used for text and the remaining 6 colors are used in the fanned brand mark. The brand mark will always appear in this color order: Red, Orange, Green, Light Blue, Dark Blue, and Purple.



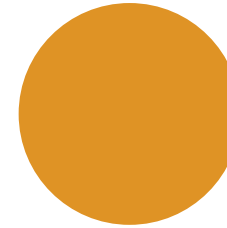
BLACK

HEX: #000000
CMYK: 75 68 67 90
RGB: 0 0 0



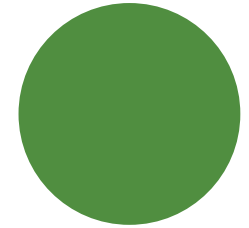
RED

HEX: #d44440
CMYK: 11 88 78 2
RGB: 212 68 65



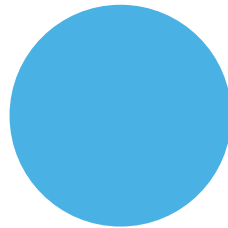
ORANGE

HEX: #de9327
CMYK: 12 47 100 0
RGB: 223 147 39



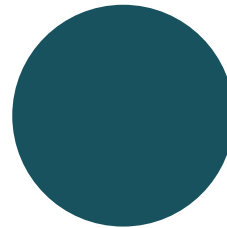
GREEN

HEX: #528e3f
CMYK: 72 23 100 8
RGB: 83 142 64



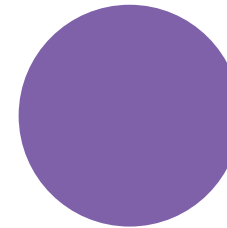
LIGHT BLUE

HEX: #4ab0e4
CMYK: 63 13 0 0
RGB: 74 177 228



DARK BLUE

HEX: #13525e
CMYK: 91 55 49 29
RGB: 20 82 95



PURPLE

HEX: #7f62aa
CMYK: 57 70 0 0
RGB: 127 98 170

TYPOGRAPHY

LOGO TYPEFACE STYLING

Larsseit is used for the logotype.

Larsseit Bold is used in the ARTS portion of the logo, Larsseit Regular is used in the FAIRFAX portion.

Larsseit Bold
ARTS

Larsseit Regular
FAIRFAX