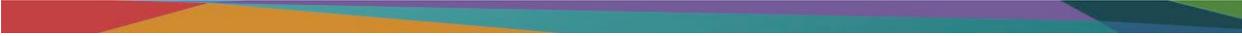




ARTSFAIRFAX

CONGRATULATES
YOU ON YOUR
AWARD!

**GRANTEE
COMMUNICATIONS
KIT**



The ArtsFairfax Grantee Communications Kit outlines our funder recognition requirements, including the promotion of your grant and required acknowledgement of ArtsFairfax on printed materials, the web, and sharing your “Grant Story” via social media.

Please take a moment to create and review your promotion plans to make sure each component (i.e., digital communications, print materials, events, and websites/digital resources) includes acknowledgment of ArtsFairfax, per the terms and conditions of the grant. Please share a copy with communications staff and/or volunteers.

ArtsFairfax looks forward to partnering with you.

Acknowledgment Requirements for ArtsFairfax Grants

ArtsFairfax requires acknowledgment of ArtsFairfax’s support for all public programs and services supported by the grant. It is important to share and celebrate your grant award with your community to raise the visibility of your organization as well as that of the arts and culture of the County. ArtsFairfax’s goal is to help you extend the news of your award, build goodwill with key stakeholders, and educate the public about the value of the arts.

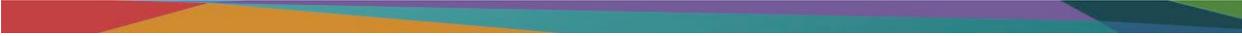
When, Where, and How to Credit ArtsFairfax:

- ✓ Grant recipients **must** credit ArtsFairfax during the grant period by using the ArtsFairfax logo and/or credit line. The logo can be downloaded electronically from our [website](#).
- ✓ [Logos](#) and [Branding Guide](#) are available in the appendix of this document. Details on the graphic standards for logo use and placement are included in Appendix A.

Credit Line:

“Organization name/program name” is funded in part by ArtsFairfax.

- ✓ **Operating Support and Emergency Relief and Recovery Grant** recipients should credit ArtsFairfax during the entire grant period.
- ✓ **Arts Ignite Recovery, Project Support, Fast Track, Next Step, and Organizational and Professional Development Grant** recipients are expected to credit ArtsFairfax during planning, implementation, and wrap-up of the project.

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- ✓ **Artist Grant Recipients** should credit ArtsFairfax for the 12 months following their selection.

How To Credit:

Grant recipients are expected to credit ArtsFairfax in the following ways when referencing the supported program or service:

Communication Medium Requirements for ArtsFairfax Grant

Digital Communications:

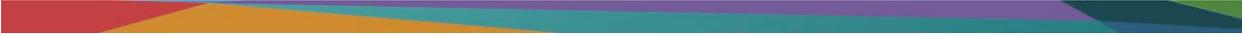
- ✓ Include the ArtsFairfax logo and/or credit line on all mass digital communications including the website (on home page and a funder/sponsor credit page if present), e-newsletters, and other digital communications to your email list(s).
- ✓ The ArtsFairfax logo should include a hyperlink to the ArtsFairfax 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.
- ✓ 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 using the ArtsFairfax logo and credit line, and/or verbal credit wherever possible.

Social Media:

Grant recipients are required to acknowledge ArtsFairfax funding on at least one social media platform—tag @artsfairfax on their social media platforms, follow ArtsFairfax, and use #ArtsFairfax.

Social media sites such as Facebook, Twitter, Instagram, and YouTube are powerful tools for sharing news of your organization with a large number of people and engaging them in an interactive way.

If you already have a social media presence on at least one platform, use it (or all the ones you have) to amplify your news to a broader audience. ArtsFairfax will be sharing your award on our social media platforms – and you should comment on and share our posts, as well as create your own content and share it yourself. Be sure to let key groups in your community know about the news so they will like and share it to their followers too!



Pictures are worth 1,000 words, so use pictures as much as possible, and since video is so easy to generate now with just a smart phone, consider doing a quick, one-minute video to announce the grant and thank everyone involved or talk about how it will be applied.

- ✓ You can create posts on free websites like Canva, ReadyMag, and PicMonkey.
- ✓ You can get free images from UnSplash, Flickr's Creative Commons Page, the Library of Congress, and WikiMedia Commons. These websites explain how to credit images. To save money, use images that are in the public domain or images for which you have the usage rights.

Sample social media posts:

- ✓ **Facebook:** We are so excited to announce that <organization name> received a grant from ArtsFairfax! We cannot wait to [explain what your grant will be used for]. Thank you to ArtsFairfax for your support. #ArtsFairfax [attach image].
- ✓ **Twitter:** We are excited to announce that <organization name> received a grant from @ArtsFairfax! Thank you to ArtsFairfax for your support. #ArtsFairfax [attach image].
- ✓ **Instagram:** I am excited to announce that I was awarded a grant from @ArtsFairfax! Thank you to ArtsFairfax for your support. #ArtsFairfax. [Upload image and tag ArtsFairfax]

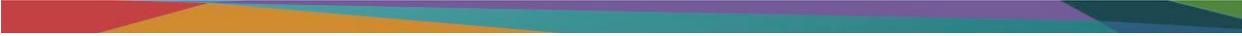
Printed Materials:

- ✓ **Promotional Materials:** All promotion must include the acknowledgment of ArtsFairfax's support and the ArtsFairfax logo; the credit line should be used whenever possible. This includes educational materials, annual reports, flyers, program listings, event calendars, newsletters, magazines, mailers, catalogs, postcards, news releases, articles, and other printed materials.
- ✓ **Event Materials:** Grant recipients must include an ArtsFairfax grant award announcement in printed programs in accordance with your sponsorship recognition policy during the grant period.

The three suggested sizes are commensurate with your award amount:

- Over \$10,000 full page
- From \$5,000-\$9,999 half page
- Under \$5,000 quarter page.

The announcements are available in both color and black and white. Please email jdubin@artsfairfax.org to request the appropriate ad for your publication.

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- ✓ Grant recipients with no printed program for events are expected to include ArtsFairfax on any signage 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: Printed acknowledgments and publicity materials are expected to carry the ArtsFairfax logo. 10 column inches or greater including, newspaper, magazine, outdoor, advertising etc.
- ✓ Digital: Include ArtsFairfax logo/credit line in all electronic/internet advertisements
- ✓ Broadcast: An acknowledgment of support must be contained at the beginning and end of each program and in all non-broadcast materials related to the project.

Media Releases and Interviews:

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

Verbal Credit:

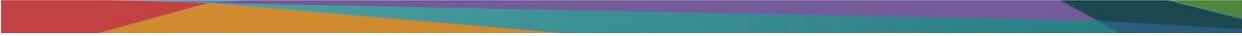
When written credit is not applicable, such as when there is no printed program, organizations are expected to give verbal credit to ArtsFairfax prior to each of the supported performances or events. If an announcement is not feasible, place a sign in the lobby using the ArtsFairfax logo and/or credit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

Press Events:

At press conferences, ArtsFairfax must be acknowledged orally as a sponsor.

Benefit Events and Fundraising:

At events or fundraising gatherings related to the programs and services supported, ArtsFairfax must be acknowledged orally as sponsor. Credit ArtsFairfax in fundraising materials and communications in a similar fashion and under the appropriate level in a list of funders or donors.



Enhance your connection with the community through ArtsFairfax

ArtsFairfax frequently posts about new grant opportunities and grantee achievements on our social media platforms, including Facebook, Twitter, Instagram, and LinkedIn and engages the broader Fairfax County community via our monthly newsletters. We encourage you to stay connected so that we can continue to promote your artistic offerings. ArtsFairfax grant recipients are required to:

- ✓ Follow us and share at least once on:
 - Facebook @artsfairfaxcounty and use the hashtag #ArtsFairfax
 - Twitter: @ArtsFairfax and use the hashtag: #ArtsFairfax
 - Instagram: @ArtsFairfax and use the hashtag: #ArtsFairfax
 - LinkedIn: ArtsFairfax and use the hashtag: #ArtsFairfax
- ✓ Create or update your Arts Directory listing on the ArtsFairfax website. Your directory should be updated each year to help optimize your business for local SEO.
- ✓ List your events on our website.

We also encourage you to:

- ✓ List your employment listings on our website.

Congratulations on your ArtsFairfax grant. We look forward to partnering with you!