



Communication Guidelines for Grant Recipients

****Please route the following information to the person responsible your organization's communications and/or publicity.****

Congratulations on your grant from Permian Basin Area Foundation. Your grant has been made possible by generous donors of PBAF. The Foundation publicizes its grants through news releases, stories in our print and electronic publications, on social media, and on our website. By publicizing your grant, you will build awareness and credibility for your organization's work while recognizing those who help make these grants possible.

Publicizing Your Grant

Acknowledge Permian Basin Area Foundation funding in all communication related to the project for which you've received support such as: news releases, website, newsletters, brochures, annual reports or other promotional materials.

We recommend issuing a news release about your grant and the project that it was funded. When possible, send a high resolution photograph with your news release. It is recommended that you not disclose the amount of the grants to news media. If you receive press coverage about your grant, please send a copy to: jsteadman@pbaf.org.

Acknowledging Your Grant

Please use the following language to acknowledge your PBAF grant:

"This project has been supported by a grant from **(name of fund here)**, a component fund of Permian Basin Area Foundation."

When mentioning PBAF's support on your website, please include a link to www.pbaf.org and use a PBAF logo where suitable. By including a link to our website, you help increase traffic to both sites.

When publicizing the grant or project on social media, please tag Permian Basin Area Foundation. This is an important channel for each organization. When you share videos, photos or quotes of work funded by PBAF, it will spread the word to both of our audiences. We will do our best to share posts that include PBAF tags. You can find us on the following platforms:

Facebook - www.facebook.com/WestTexasCommunities

LinkedIn - www.linkedin.com/company/permian-basin-area-foundation/

Permian Basin Area Foundation boilerplate

Please use PBAF's boilerplate in your materials where possible:

Organized in 1989, Permian Basin Area Foundation's mission is to facilitate the creation of permanent charitable funds in partnership with many donors and provide grants to address community needs and enrich the quality of life in the Permian Basin. The Foundation does this by receiving and managing funds to build permanent endowments for needs of our West Texas communities. It uses these resources wisely and efficiently to respond to emerging and changing needs and to sustain existing nonprofit organizations through grants for education, arts and culture, health, social services, community development, and civic affairs. The Foundation provides a flexible vehicle for donors with varied philanthropic desires. In so doing, the Foundation serves as a steward for individuals, families, foundations, and organizations, which entrust assets to its care. The Foundation is for all citizens whether of modest or ample means.

For more information about Permian Basin Area Foundation, visit www.pbaf.org.

Using PBAF's Logos

We encourage you to use our logo where suitable. Electronic versions of our logos are available for websites, printed materials and other documents. Please let us know how you plan to use the logo, so we can help you get the best results. Please do not alter the logo in anyway.

You can request use of the logo by contacting Jennifer Steadman at, jsteadman@pbaf.org.

Share Your Story (Optional Ideas)

Submitting your story to PBAF can easily help you reach a broad audience who is invested in the well-being of our communities. Storytelling takes the great work that your organization does and makes it more tangible through real-world examples. We may use your story throughout our website, our social media sites, and various publications.

- Photography: If you have a great photo of your work, please send it to us! As high resolution as possible.
- In **no more than 300 words**, please tell us what the PBAF grant meant to you and your organization. Even better, tell us how this grant benefited one of your constituents.
- If you are able, create a short video (2 minutes or less) and we will share it on social media and/or the PBAF website.
- Please let us know in advance of any events/trips, etc. that you feel would make strong photo opportunities.

Email the story and photos to Jennifer Steadman at jsteadman@pbaf.org.

Contact Information

Feel free to contact Jennifer Steadman, Donor and Community Relations Associate with any questions about publicizing your grant such as where to send it, or if you would like us to review the release before it goes out. Jennifer can be reached at jsteadman@cfnl.org or 432.617.3213.