

Funder Recognition: Partnering with Marketing/Communications

Oregon Food Bank
and
Oregon Humane Society



Introductions



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Marketing & Communications



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Manager

The Question

*How will you recognize the Foundation
for this grant?*

*If an investment is made in your organization by
Foundation X, please share your ideas of how you
will recognize the Foundation for said investment.
Valued recognition communicates the Foundation's
lifesaving commitment. We prefer no gifts,
plaques, certificates etc. recognizing any one
member of our staff.*

*From Vu Lee's NonProfit AF
Answers on grant proposals if
nonprofits were brutally honest, part 2*

We will recognize the foundation's generosity on our website that has daily hits of upwards of 12 views. We will also tweet it out to our 63 followers. If you think those numbers are low, they are, because no one wants to fund communication staff. Our social media this year is being handled by Ronnie, our board chair's nephew, because he got into some legal trouble and was court-mandated to volunteer with us. Please send money.

How do YOU answer that question?

- listing in annual report
- logo on website
- social media posts
- press release, story on website/in magazine

Grants Professionals and Funder Recognition

What is your role?
How much influence do you have?

Marketing/Communications and Funder Recognition

What is your role?
How does funder recognition
impact your organization's overall
marketing/PR plan?

Oregon Food Bank: Social Media Strategy

- Create compelling content
- Make sure its seen
- Target the right people
- Encourage them to take action
- Grow our following

Challenges

- Funder Requirements
- Timelines
- Balancing types of content
- Prioritization and algorithms
- Fair/equal/appropriate level

Funder Requirements #1

- Grantee will participate in a grantee orientation webinar within 30 days of grant award.
- Grantee will provide funder with high-quality photo of senior dog in their care and a paragraph about the organization to be posted on “Grant Recipients” page of funder’s website by <date>.
- Grantee will display funder’s logo on appropriate section of their website with link to funder by <date>.
- Grantee will promote their grant award with at least one social media post on all channels displaying photo from funder by <date>.

Funder Requirements #1, con.

- Grantee will include a story/press release about their grant award on their website and in their e-newsletter by <date>.
- Grantee will submit at least one success story of a senior dog served by the grant with before and after photos quarterly using funder's reporting template.
- Grantee will submit at least one adoptable dog to participate in promotion with Life with Dogs TV and Senior Spotlight.

Funder Requirements #2

Grantee will recognize the investment by (i) prominently displaying the logo of the Foundation in a manner mutually acceptable to and approved in advance by the Foundation on Grantee's website during and for 12 months after the end of the Grant Investment Period. (ii) issuing a press release announcing the Grant Investment approved in advance by the Foundation and using best efforts to assure wide dissemination of such press release for promotion of the Grant Investment; and (iii) promoting the Grant Investment on Facebook, other social media vehicles and other outreach opportunities in conjunction with the announcement of the Grant Investment, and monthly thereafter promoting the Foundation support of Grantee during the Grant Investment Period, in a manner mutually acceptable to both parties and approved in advance by the Foundation.

Funder Requirements #2, con.

- Grantee will identify the Foundation as the primary sponsor of four or more adoption events or promotions each year during the Grant Investment Period.
- Grantee will provide materials such as coupon books or other materials supplied by the Foundation.
- If requested by the Foundation, Grantee will share new adopter contact information to the Foundation during the Grant Investment Period.
- Grantee shall participate in all national monthly adoption events.
- Grantee shall provide any other recognition as provided in the application and any naming of buildings and programs must be approved in advance by the Foundation.

Recognition Matrix

	Listing in E-Annual Report	Social Media Mention	Recognition in the Building	Listed in E-Newsletter	Included in Quarterly Newsletter	Press Release
\$100,000+	X	X	X	X	X	X
\$50,000 - \$99,999	X	X	X	X	X	X
\$25,000 - \$49,999	X	X	X	X	X	
\$10,000 - \$24,999	X	X	X	X	X	
\$5,000 - \$9,999	X	X	X	X		
\$1,000 - \$4,999	X					


Focus on the Story

- Impact storytelling
- Engaging/interesting way donor's funds resulted in positive client outcome
- What's the "why"?

Focus on the Story




Focus on the Story



Oregon Food Bank added 4 new photos.
Published by Jay Gleaner (?) · November 28 at 8:31am · 🌐

Cooking Matters and Seed to Supper programs are held throughout the Metro area to help people develop skills and build confidence. Pacific Power Foundation is a proud supporter ensuring these programs can continue.



👍 **Get More Likes, Comments and Shares**
Boost this post for \$89 to reach up to 15,000 people.

656 people reached

Boost Post

656 People Reached

28 Reactions, Comments & Shares

21 Like	19 On Post	2 On Shares
4 Love	3 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	2 On Post	1 On Shares

17 Post Clicks

5 Photo Views	0 Link Clicks	12 Other Clicks 📱
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Bundling



GPA Oregon and SW Washington Chapter Meeting August 2018

ThankYouThursday,
or #FollowFriday to
showcase donors,
partners,
foundations

Trend Posts





Oregon Food Bank @oregonfoodbank · Aug 24

Thank you to @genentech Foundation for a \$20k grant to acquire & distribute food throughout our network.



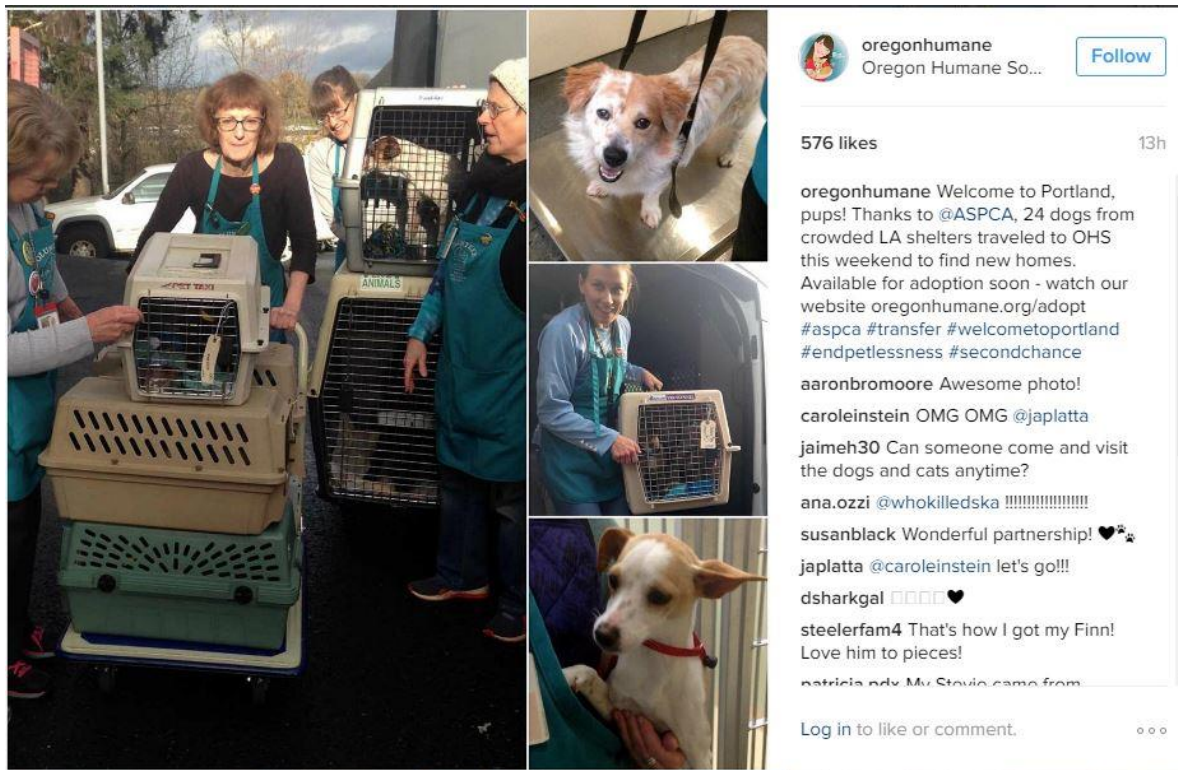
1



2



Instagram



Oregon Humane Society

July 29 at 10:00 AM · 🌐

At OHS, free love is alive and well for senior dogs and older adults. OHS received a grant from The Grey Muzzle Organization! Through this grant, all senior dogs at OHS will have their adoption fee waived to adopters age 60 and older during Senior Tuesday. This is Brownie. He is a 10-year-old Chihuahua available for adoption at OHS.

THE GREY MUZZLE ORGANIZATION GRANT RECIPIENT

Sarah Vhay, Lori Lacell and 241 others · 3 Comments · 72 Shares

Like · Comment · Share

About

1067 NE Columbia Blvd (4.37 mi)
Portland, Oregon 97211
Get Directions
(503) 285-7722
Typically replies within an hour
Send Message
www.oregonhumane.org
Charity Organization · Nonprofit Organization · Animal Shelter
Opens at 10:00 AM
Closed Now
Popular hours

Mon	Tue	Wed	Thu	Fri	Sat	Sun
6AM	9AM	12PM	3PM	6PM	9PM	12AM

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Other Recognition

- Print newsletter
- E-newsletters
- Website blog
- Lobby
- Annual report/Donor Impact Report
- Press release
- Media relations

Roles and Responsibilities

- Who and how to provide content?
- Who writes the content and takes the photo?
- What is the process?

Questions?

Comments?

