



Camp Ramapo

## **General Publicity Guidelines**

### **Dyson Foundation Logo Usage**

The Dyson Foundation logo should never be used without permission. Generally, the Foundation does not allow the use of its logo in promotional material; however, special requests regarding logo usage should be discussed with your program officer.

When describing its role as a financial contributor, the Dyson Foundation should be referred to as a funder or supporter, not a sponsor or underwriter. Logo format, name, and text all require Foundation approval before release. (See [formatting and layout guidelines for Dyson Foundation logo use.](#))

### **Media Release Guidelines**

Media coverage is an important part of your organization's overall communications strategy and is an effective way to convey the relevance of your project, your organization, and the issues that you work to address. It can inform and educate the general public as well as attract the attention of policy makers and other funders.

You may choose to use a media release to announce your Dyson Foundation grant to journalists and media outlets, although the Foundation does not require this. If you wish to do so, we ask that you forward a draft of the release to the Foundation for review prior to issuing it.

To be most effective, a media release should be brief, clear, and well-written. The guidelines and sample media release below may help you format your release to be issued via email or e-newsletter software (Constant Contact, for example). Also be sure to visit the Marketing & Communications section on the [Resources](#) page of this site for more information on using social media and media relations.

- Indicate the date that the information can go public, either by writing "For Immediate Release" or "For Release on (Date)" at the top.
- Across from the release date there should be detailed information about whom the media may contact for more information on your organization, the project, or for interviews.
- The title should be a summary of the most important and relevant information therein (for example, "ABC Organization Receives \$10,000 Grant for Health Center Renovation").
- The first words of the first paragraph should provide a "dateline," usually all in capital letters, indicating the city and state where the organization is located (i.e., POUGHKEEPSIE, NY). The opening sentence should tell the reader how much the grant is for and what organization and project the grant will fund. This paragraph should also contain an additional sentence or two giving the basic facts about the grant (such as duration of funding, what project or program the funding will be used for, when the award was conveyed, etc.).

- The next paragraph should include a brief description of your organization and more information about this project. Include the reasons why this project is important; give facts and figures about the need for the project and who will benefit.
- You may decide to include quotes from an individual or two, preferably from outside of your organization, who can comment on the need for the project. Dyson Foundation staff may be able to provide a quote, if requested and where appropriate.
- Please use the full name of the Dyson Foundation whenever it is mentioned. Also, you may want to add this standard paragraph describing the Foundation toward the end of your release:

The Dyson Foundation is a private, family-directed grantmaking foundation headquartered in Millbrook, New York. Established in 1957, the Foundation is led by Robert R. Dyson, who has served as its Chairman since 2000. The Foundation awards grants through a diverse regional funding program in Dutchess County and the Mid-Hudson Valley of New York State. The Dyson Foundation also makes grants outside the Hudson Valley to pre-selected organizations. The Foundation’s assets presently stand at approximately \$235,000,000 and in the year 2014 it awarded grants in excess of \$17,800,000.

- Because the Dyson Foundation is a grantmaking foundation, it is appropriate to refer to a grant as an “award” or “grant,” rather than a “gift” or “donation.”
- It is perfectly acceptable to include a general office telephone number or web address for your organization as part of your press release to give readers a means of contacting your organization or learning more about it. Generally this is placed at the end of the release.

### **Media Release Sample**

For Immediate Release                      Contact: John Smith, 845-555-5555 ext. 1

January 1, 2014                              ABC Organization

#### **ABC Organization Receives \$15,000 Grant for Health Center Renovation**

**POUGHKEEPSIE, NY** – The ABC Organization has received a \$15,000 grant from the Dyson Foundation to renovate its downtown health center. This renovation is part of ABC’s “Moving Forward” campaign to provide high quality health care to all Poughkeepsie residents.

ABC Organization has been operating in the City of Poughkeepsie for 25 years, providing residents with a wide array of services. It began the “Moving Forward” campaign in response to a study that found that many people in the City of Poughkeepsie were not able to access affordable, quality health care. Upgrading the center as part of this campaign is essential to ABC’s mission of providing this care. More than 4,500 City residents used the health center last year, but even that was not adequate and patients found it difficult to get appointments. With the renovation, ABC believes the center will be able to see an additional 1,000 patients per year.

ABC’s executive director John Smith said, “We’ve been wanting to provide a better facility for a couple of years. We’ve seen the need increase dramatically, and now this grant from the Dyson Foundation will allow us to serve more people in our area.”

Jane Doe, Director of Public Health for the regional health organization Hudson Valley Health Providers Coalition said, “This renovation will make this health center an even greater resource for the people of Poughkeepsie. It will allow for more patients to be seen, for them to be evaluated with the most up-to-date equipment, and will significantly cut down on the wait time both in the waiting room and between appointments. This will greatly benefit the residents of this city.”

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