

Guidelines for Announcing Your Grant

October 2018

While the grant award letter you received from the Robert Wood Johnson Foundation directed you to consult with Nicole Bronzan on communications issues and referred you to the Foundation's guidelines regarding use of their name and logo, as a grantee through the NJHI Program Office, **we are your primary point of contact and your liaison to the Foundation.**

The grant awards for ***NJHI: Upstream Action Acceleration*** begin December 1, 2018. We ask that you not formally announce your grant award until after that date. We encourage you to talk about the award with your key representatives and partners in this work ahead of the official announcement. The guidelines below will help you in preparing to announce your grant award using traditional or social media, news releases or other materials.

In addition, we will soon share with you a template news release that you can use to announce your grant award. This release will contain some background information about the overall Upstream Action Acceleration initiative as well as a list of all 12 grantees.

New Jersey Health Initiatives and the Robert Wood Johnson Foundation have the following rules for written news releases, media advisories, blog posts on web sites other than njhi.org, social media posts and similar materials:

1. Accuracy in stating the dollar amount of your grant is important. Please be conservative when rounding the number.
 - If your grant is an odd figure, such as \$132,021, you may say your grant is for \$132,000.
 - A grant in the amount of \$135,000 cannot be stated as \$150,000.
2. Accuracy in stating the recipient of your grant is also important.
 - You are expected to use the name of the organization as it appears on the check from the Foundation as the grantee.
 - For example: if "Community Hospital" is the grantee, you may not announce that the "[name] program" received a grant from the Robert Wood Johnson Foundation through its New Jersey Health Initiatives program.
 - Once you name the grantee organization, you should state that the money will be used for the "[name] program."
3. In your headline and copy you should not say you "won" this award. Although you may feel like you did win this grant, there was no luck involved. We prefer: "awarded," "achieved," "earned," or "received" in reference to your grant award.
4. Be sure to reference the New Jersey Health Initiatives program in all releases and announcements. After the first use of the name New Jersey Health Initiatives, you can abbreviate it using NJHI.
5. After the first use of the name the Robert Wood Johnson Foundation, you can abbreviate it using RWJF or "the Foundation."



6. We encourage you to boost visibility for your program and honor your partner agencies. When acknowledging RWJF's support through NJHI in your announcement, please use the following language to describe the Foundation:

- For more than 45 years the Robert Wood Johnson Foundation has worked to improve health and health care. We are working alongside others to build a national Culture of Health that provides everyone in America a fair and just opportunity for health and well-being. For more information, visit www.rwjf.org. Follow the Foundation on Twitter at www.rwjf.org/twitter or on Facebook at www.rwjf.org/facebook.

Use the following language to describe NJHI:

- New Jersey Health Initiatives is the statewide grantmaking program of the Robert Wood Johnson Foundation. Established in 1987 in honor of the New Jersey philanthropic legacy of RWJF's founder, Robert Wood Johnson, NJHI supports innovations and drives conversations to build healthier communities through grantmaking across the state of New Jersey. To meet the many health needs of our state's diverse populations, regions and communities, the NJHI program encourages collaboration across sectors to foster deep relationships committed to long-term change affording all New Jerseyans the opportunity to live the healthiest life possible. Learn more about NJHI at www.njhi.org, and follow NJHI on Twitter at twitter.com/NJHI.
7. Do not use the NJHI or RWJF logo in press or marketing materials. It is our standard practice that grantees not use the NJHI or RWJF logo on any promotional materials they might develop—including digital media or apparel.

Approval Process

Any announcement of your grant award must be reviewed by NJHI prior to its release. After that initial approval, we are available to review any additional materials you develop that mention our name or that of the Robert Wood Johnson Foundation. Send your materials for review to either of these NJHI program office contacts:

Jemmell'z Washington, Communications Specialist: jwashington@njhi.org
Diane Hagerman, Deputy Director of Programs: hagerman@njhi.org

Include your grant ID number and allow three working days for approval.

We encourage you to reach out to us with your working ideas as early as possible. NJHI program staff may require revisions to your materials at any time, even after they have been published.

Suggestions for Distributing Your News Release

Once your release is approved, you may use it in several ways:

- Send it to the media to prompt reporters, editors, producers and bloggers or podcast hosts to write or broadcast your story.
- Small and local newspapers or trade publications may print your release – don't leave them off your distribution list.



- Use the language or include the release in letters to your board members, supporters, elected officials, clients and everyone else who has been involved in your project or will be affected by your work.
- Post the release on your web site and encourage your partners to do so. Also include language from the release in social media posts.

Make a plan for distributing the news release:

- Develop your media list by identifying the media and influencers in your service area, relevant trade publications, as well as any media that will reach your intended clients.
- Do you have any partners that will also use your release?
- Can they help you by sending your release to their own media lists?
- Will they let you use their mailing or media lists to distribute your release?

ADDITIONAL TIPS TO CONSIDER

Quotes and Interviews

It is difficult for RWJF and NJHI to participate in local events, however NJHI should be made aware of upcoming events that are relevant to your project. NJHI will collaborate with you to maximize any potential media opportunities. We do this in the following ways:

- When a reporter, editor, or other media representative asks us about your work, we will refer them directly to you. In exchange, we ask that you direct any questions about NJHI or RWJF to us.
- We can provide quotes about NJHI and RWJF and your program/project/event that you may use in your release to help put your program in a statewide context.
- We can coordinate a brief phone interview with NJHI Director Bob Atkins, another NJHI representative, or a RWJF representative (For example: if a reporter, blogger or podcast host would like an interview with an NJHI or RWJF representative, schedule it through Diane Hagerman at (856) 225-6728, or Jemmell'z Washington at (856) 225-6735).

Timing

- The official start date for your grant is December 1, 2018. We ask that you not formally announce your grant award until after that date.
- You are not required to announce your grant the day that you receive your notification letter or on the grant start date.
- It is important to consider a strategically-timed announcement that will best serve your project's goals. Also consider the timing in regard to the climate of your overall organization and community.

Clips

- If an editor or producer is able to confirm an air date or publication date in advance, please alert NJHI and if possible, include the host's or media outlet's social handles.
- Remember to share your media coverage with us immediately after it is published. News outlets occasionally move their content behind a paywall as soon as one week after running a story, or might retire the link after a period of time.
- If you have photos, audio links, video clips, or other URLs or files, please share them with us.



SOCIAL MEDIA

NJHI Channels and Handles

Twitter: @NJHI_

Facebook: @NewJerseyHealthInitiatives

LinkedIn: New Jersey Health Initiatives

NJHI Program Staff Social Media Handles

NJHI Director, Bob Atkins

Twitter: @BobAtkins_

LinkedIn: Bob Atkins

NJHI Deputy Director of Programs, Diane Hagerman

Twitter: @dbhags52

LinkedIn: Diane Hagerman

NJHI Communications Specialist, Jemmell'z Washington

Twitter: @Zachmet

LinkedIn: Jemmell'z Washington

NJHI Program Coordinator, Jaquelyn Ibarguen

Twitter: @JI_NJHI