

## CAPITAL IMPROVEMENT GRANT COMMUNICATION GUIDELINES

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### OVERVIEW

Congratulations to you and your organization on receiving a grant from Healthy Child Care Colorado (HCCC). We are honored to work with you and hope that you will consider sharing the news of this grant with your community. The following guidelines and media template will assist you in producing a news release, newsletter article, web posting or other communication. Please contact us at any time if you need further assistance.

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### RECOGNITION

In annual reports, newsletters, and other publications where you are listing your supporters, please list Healthy Child Care Colorado.

#### **Additional Narrative**

The Healthy Child Care Colorado Capital Improvement Grant is a competitive grant opportunity available to eligible non-profit early childhood programs that wish to make permanent facility improvements tied to providing quality indoor and outdoor physical environments. These grants are made possible through generous funding from the Anschutz Foundation and the Gates Family Foundation. Healthy Child Care Colorado manages the grant process and awards statewide.

#### **Permanent Recognition**

If you are considering any form of permanent recognition for donors to your capital campaign, please consider listing Healthy Child Care Colorado.

#### **Media Releases**

A news release is an excellent way to gain recognition for your organization and raise awareness in the media about the needs of the early childhood community. Here are some suggested steps:

- 1) Utilize and complete the attached news release template.
- 2) Contact your local television and newspapers and attach the news release.
- 3) If you talk with a reporter, invite him or her to visit to see the work you are doing.
- 4) You are welcome to direct them to Healthy Child Care Colorado as well.



### **Publicity, Advertising, and Promotion**

While it is not a requirement, we are available to review drafts of news releases and/or articles prior to publication. We understand the need for a quick response and are committed to a fast turnaround.

We would appreciate receiving copies of releases, newsletters, and any articles published about your grant.

### **Healthy Child Care Colorado Logo**

Healthy Child Care Colorado's logo is available in color and black and white, upon request. We require advance approval of placement and design when the logo is used in advertisements, banners, brochures, and other public documents. Again, we understand the need for a quick response and are committed to a fast turnaround.

### **Using Social Media**

Healthy Child Care Colorado is actively engaged in social media.

- Our Facebook address is <https://www.facebook.com/HealthyChildCareColorado/>
- Our Instagram address is <https://www.instagram.com/healthychildcareco>

If your organization is active in social media, please let us know so we can connect with you and follow your efforts online.



