

Promotional Guidelines for FM Area Foundation Grantees

FM AREA FOUNDATION

The FM Area Foundation is honored to support your organization and the work you do in the community. Included in this promotional package are ideas for ways to promote your project. Share your organization and grant “mission moments” with us and your audience. Whether it’s a 30-second video, photo, article or infographic, this information can be used in a variety of promotional materials. The FM Area Foundation is looking for “mission moments” to promote. Please share your “mission moments” with Lexi Oestreich at lexi@areafoundation.org.

Please contact us if you have any questions or would like to discuss ways we can further partner to promote your project.

IDEAS FOR GENERATING PUBLICITY:

- **Publish news** of our partnership in publications you produce for internal or external distribution, such as newsletters, brochures, annual reports, lists of supporters, board minutes, etc.
- **Issue a news release** and follow up with a personal phone call to local media. A sample news release is included with these guidelines if you need help getting started.
- **Include the FM Area Foundation’s name and logo at special events**, in your programs or other publications.
- **Provide a link to the FM Area Foundation’s website** from your website, e-newsletter or social media.
- **Share your story** via your organization’s social media channel(s), such as Facebook or Twitter. Be sure to tag the FM Area Foundation, so we can share or re-tweet to our audience!

DESCRIBING THE FM AREA FOUNDATION

Our name:

Always use “FM Area Foundation” in written communication rather than “Fargo-Moorhead Area Foundation” or “Fargo Moorhead Area Foundation.” When referring to the grant, please use “funded by the FM Area Foundation.”

Organizational description:

You can use the following description of the FM Area Foundation in your communications:

The FM Area Foundation is the community foundation created by and for the people of Cass County, North Dakota, and Clay County, Minnesota. The FM Area Foundation helps people give back to the community and ensures the needs of the community are addressed now and in perpetuity. Working in partnership with individuals, families, businesses and professional advisors, the FM Area Foundation manages charitable funds and provides grants to qualified nonprofit organizations and scholarships to students. The FM Area Foundation has been serving the community through philanthropy since 1960.

Sample Social Media Posts

Social media is a great way to promote your work in the community. If you can include a photo or video, all the better! Your audience will enjoy the visual element to enhance your post about the grant you received. When posting on social media about the funding your organization received from the FM Area Foundation, be sure to tag us!

You can also use the hashtag **#FMAFGrantee**.

You can find us on Facebook, Twitter, Instagram and LinkedIn.

facebook.com/fm.area.foundation

[@FMAreaFnd](https://twitter.com/FMAreaFnd)

instagram.com/FMAreaFoundation

linkedin.com/company/fmarea.foundation

