**GRANTEE COMMUNICATION GUIDELINES**

The Barr Foundation recognizes the power of strategic communications to advance mission. So, we encourage you to announce your grant and, as appropriate, share important updates, milestones, and impacts via your organization’s website, blog, social media, and outreach to traditional media. Such communications should focus on your organization, priorities, and/or on those who benefit from your work. Barr should not be the focus. Yet, we are proud to be associated with those we fund; and, when Barr is recognized for its support, we believe it also serves the Foundation’s goals and mission – drawing positive attention to our partners and their work, while also helping to build understanding of Barr and its priorities.

To assist you in communicating about your grant, we provide the following guidelines.

**Acknowledging the Foundation**

For the duration of your grant, we ask that you acknowledge Barr as you do any other supporters. For example, please note the Foundation’s support on any web pages, announcements, or printed materials about the work supported by your grant.

Following is a variety of approved language for some common ways grantees acknowledge the Foundation’s support:

* In any grant announcements or materials funded by the grant, please use the following credit:

*The [organization/project/event] is supported by a grant from the Barr Foundation.*

*This [project/event] is made possible thanks in part to support from the Barr Foundation.*

* If you choose to describe the Foundation in more detail, please use the following paragraph:

*The Barr Foundation’s mission is to invest in human, natural, and creative potential, serving as thoughtful stewards and catalysts. Based in Boston, Barr focuses regionally, and selectively engages nationally, working in partnership with nonprofits, foundations, the public sector, and civic and business leaders to elevate the arts, advance solutions for climate change, and connect all students to success in high school and beyond.* F*ounded in 1997, Barr now has assets of $1.7 billion, and has contributed more than $837 million to charitable causes. For more information, visit barrfoundation.org or follow @BarrFdn.*

\* *Please note these numbers are accurate as of 2017 and will be updated every year. Please check our* [*About Us page*](https://www.barrfoundation.org/about) *for the most recent numbers.*

* If you are regranting Barr funds to other organizations, Barr’s support should be noted in your communications with the subgrantee. Please use the following credit for those communications:

*This grant is awarded by [your organization] with funding from the Barr Foundation.*

* If subgrantees choose to recognize the source of funds for their grant, please ask them to use the following credit:

*The [organization/project/event] is supported by a grant awarded by [your organization] with funding from the Barr Foundation.*

* If research or other work generated with Barr support advocates a point of view, please use the following disclaimer:

*The opinions expressed in this report are those of the authors and do not necessarily reflect the views of the Barr Foundation.*

**You are welcome to use any of the above, as applicable, to your grant, and do not need to seek approval from Barr before publishing.** If, however, you wish to include custom acknowledgement language, we request that you give us an opportunity to review a draft. In all cases, please forward us a final copy of all external communications materials such as news releases, newsletters, email announcements, website copy, fact sheets or any other materials that recognize your grant from the Barr Foundation.

If you believe that publicly recognizing Barr’s funding of your work may not be appropriate — either for your organization or for us — please contact us to discuss options.

**Featuring Grantees in Barr Foundation Communications**

Barr lists all of its grants on our online grants database ([www.barrfoundation.org/grantmaking/grants)](http://www.barrfoundation.org/grantmaking/grants)) and we frequently feature grantees on our blog (<http://www.barrfoundation.org/blog)>, in our electronic newsletter, and via our social media channels**.** We are always interested in helping to amplify the good work of our partners. So, **please let us know when you have milestone events in your Barrsupported project.** You may forward along any news updates to us at the email address below.

**Connecting with the Barr Foundation on Social Media**

We encourage you to follow Barr on Twitter ([@BarrFdn)](http://www.twitter.com/BarrFdn) and on Facebook ([@BarrFdn](https://www.facebook.com/BarrFdn/)). We also ask that you let us know the best social media profiles for your organization and key staff for us to connect with and follow, so that we may stay abreast of important social media notifications, and help promote your relevant activities. You can do so by connecting with us (we will follow back) or by emailing the address below.

**Sharing Photos with the Foundation**

We welcome opportunities to feature our partner’s work on Barr’s website, in presentations, and in other materials we use to describe the Foundation’s grantmaking. To help promote the project for which you received a grant, we encourage you to share high-resolution (at least 1,500 pixels across or 1MB in file size) JPG’s with us. We look for dynamic, people-centric images that showcase the work and its impacts. **Prior to sending us your photos, please ensure you have written consent to publish and share them from individuals appearing in the photos, and from the photographer**.

To submit photos, please visit the Barr Grantee Homepage ([barrfoundation.org/grantee-home](https://www.barrfoundation.org/grantee-home)) and click on the “Upload Photos” button. We will be sure to credit your organization (and a photographer you designate when submitting) each time we use your photos.

**Using Barr Foundation logos**

Grantees may use Barr Foundation logos in print or online materials. These are available for download in many different formats and types via the Barr Grantee Homepage ([barrfoundation.org/grantee-home](https://www.barrfoundation.org/grantee-home)). Or, you can request a logo by contacting the staff listed below. We ask that you adhere to our brand guidelines when using our logo.

**Linking to the Foundation’s Website**

The Foundation provides links to each grantee’s website from the searchable grants database on our website. We encourage you to link back to Barr’s website (www.barrfoundation.org) as appropriate.

**Requesting Statements for the Media**

Members of the Barr Foundation staff are happy to provide quotes for use in grantee press announcements when helpful. Please contact the staff listed below for assistance in this regard and with other media-related questions.

**Sharing News Coverage**

Please forward links to any media coverage generated by activities funded by this grant. We appreciate the opportunity to learn how grantees’ work is reaching the public, and we are often able to share such updates with our networks via our website, newsletter, or social channels.

**Writing for the Barr Foundation Blog**

Sometimes, grantees will write about their work, learnings, or share new research for the Barr Foundation blog. We encourage guest authors to review the [“Guest Blog Guidelines”](https://barrfdn-prod.s3.amazonaws.com/documents/209/attachments/Guest_Blog_Guidelines_for_the_Barr_Foundation(1).pdf?1522181456) for general tips and guidance throughout the writing process.

**Communications Resources for Nonprofits**

We recommend the following resources available to help nonprofits with communications strategies:

* *Cause Clarity* - created by Cause Communications, a compilation of self-assessment tools, training videos, and free resources, available at [www.causeclarity.org](http://www.causeclarity.org).
* *Communications Toolkit for Nonprofits* – a compilation of online tools available for free to nonprofits, compiled by the Heising-Simons Foundation, available at [www.heisingsimons.org/communication-toolkit-for-nonprofits](http://www.heisingsimons.org/communication-toolkit-for-nonprofits)
* Spitfire Strategies has created several interactive tools to help nonprofits with communications, available at [www.spitfirestrategies.com/tools](http://www.spitfirestrategies.com/tools).

**Contacting Us**

To provide any of the materials requested in these guidelines, and for any questions or requests, please contact Barr’s communications associate, Cecilia Hylton at [chylton@barrfoundation.org](mailto:chylton@barrfoundation.org) or call 617-854-3447.

We look forward to working with you!