

Media Tips for Awardees

Below are media tips to help you promote your work and partnership with NACHC.

We encourage you to tell your board members, community partners, and members/clients about your **XXX** program award and the impact you expect to have on **XXX** in your community:

- Issue a **news release*** to local media
- Include a **story*** about this award in your newsletter to leadership and stakeholders
- Post an **announcement*** in your social media channels, tagging @**xxx**
- Include a news item about your award on your website
- Share information with staff and partners in presentations and talks
- Inform your local elected officials

*We offer some *Media Samples* to help you get started

Consider these marketing tips:

- J** Briefly summarize your project for blog, newsletter, and email announcements. Include who will be served by the grant, the overall goal, how this work relates to your mission. Mention this and other sources of funding. Include a short quote from your President, Executive Director or Board Chair about the impact of this grant on the organization and your community. Include a photo if you can
- J** Find opportunities to video record or photograph your work (get media release forms ([see copy](#)) signed and collected for people featured so you can share your photos and videos). Images are great for social media promotion, training, or other ways to share what your organization does.
- J** Use your social media platforms (Facebook, Instagram, Twitter, etc.), and tag us @ **xxx** or email copies of anything you're proud of to **xxx@xxx.xxx** so we can help you with promotion
- J** Capture and share short stories. Compelling storytelling can help you communicate to donors, local politicians, and community members about the importance of supporting projects like yours. Stories (just 400 words is enough) explain the uplifting personal experiences of patients and staff when they're impacted by the important work of your organization. Be sure to include answers to "Who, What, Why and Where"

Acknowledge NACHC as your funder. Your Project Charter will have the correct language to include in your acknowledgment.

Announce Your Project Results

After your project concludes, we encourage you to share the data and results of your project to show how it affects your community. Promoting your grant funded projects provides a great opportunity to showcase the important role your organization plays in your community and the steps you're taking to make a difference.