



## Communications Guidelines for Project Grantees

This Grantee Communications Guidelines Agreement (the “Public Relations Agreement”) is entered into by **Lincoln Health Foundation**, a Louisiana nonprofit corporation (the “Foundation”), and \_\_\_\_\_, the undersigned named applicant (the “Grantee”), who agree on the following terms and conditions for its implementation:

### I. PURPOSE

The purpose of these guidelines is to identify ways the Grantees are to acknowledge the funding from Lincoln Health Foundation in project promotional and informational materials, and other communications within and outside the agency.

### II. DEFINITION

Communications materials include, but are not limited to, literature, newsletters, signage, websites, advertisements, brochures, video, radio programs, public service announcements, press releases, press events advisories and all other related materials.

### III. GENERAL OVERALL REQUIREMENTS

All Communication materials, with the exception of signage and vehicles which have different requirements as listed in Section VI.6, shall contain the following: the phrase “This program/ project was funded by the Lincoln Health Foundation”; and whenever possible the Lincoln Health Foundation logo.

Exception from Requirements: If the Grantee would like to produce any Communications materials using different language from what is required, the Grantee must first contact the Foundation (contact information below) via email and discuss the proposed communication alternative. To ensure that the Foundation has received the request to review the alternative language, Grantee shall request a confirmation return email. Once the proposed alternative has been reviewed, the Grantee should receive written comment from the Chief Executive Officer or their designee within seven (7) working days from the day of first contact via email and before such materials can be produced. If the Grantee does not receive a response from the Foundation within seven (7) working days, the Grantee may proceed with producing the Communications Materials as proposed.

### IV. AGENCY NOMENCLATURE

When making reference to the agency in project promotional or information materials, Grantee is to use the Foundation’s legal name as follows:

- The legal name of the agency is the “Lincoln Health Foundation.”
- ‘LHF’ shall not appear in any printed materials, presentations, signage, or electronic communications.

## V. LINCOLN HEALTH FOUNDATION LOGO

The Foundation's logo is a unique copyrighted element. Because the integrity of any logo depends on consistent usage, the alignment and proportions of this logo may not be altered in any way.

The preferred position for the logo in most cases is in the upper left-hand corner, in a clear space away from other type or graphic elements.

The second choice for placement is the lower left-hand corner. With rare exceptions, the logo should not appear on the right-hand side of documents or materials.

When the Foundation logo appears with other agency logo(s), all logos must be the same size to emphasize the partnership.

## VI. COMMUNICATION MATERIALS

### **VI.1. Literature, Brochures, Newsletters:**

Must include, at a minimum, recognition of the Foundation's contribution to the Project by including the phrase "This project /program was funded by the Lincoln Health Foundation" and, as appropriate, the Foundation logo.

### **VI.2 Press Releases:**

Must include, at a minimum, recognition of the Foundation's contribution to the Project by including the phrase "This project/program was funded by the Lincoln Health Foundation". The Foundation logo is not required. As a courtesy, we request that the Grantee contact the Foundation for review of the press release whenever possible.

### **VI.3 Press Events:**

The Grantee shall notify the Foundation's Chief Executive Officer at a minimum of seven (7) days before the press event to allow the Foundation to participate in such events, at the Foundation's sole discretion.

#### **VI.4 Websites**

Must include, at a minimum, recognition of the Foundation's contribution to the Project by including the phrase "This project / program was funded by the Lincoln Health Foundation" and the Foundation logo.

If a website is a primary component of a Project, then the Foundation requests that the Foundation be provided an opportunity to review the site's content, and be provided an opportunity to provide written comment before being finalized and activated. If the Grantee does not receive a response within seven (7) working days, the Grantee may proceed with the website as proposed.

#### **VI.5 Advertisements / PSA's / Video / Radio**

Must include, at a minimum, recognition of the Foundation's contribution to the Project by including the phrase "This project / program was funded by the Lincoln Health Foundation" and the Foundation logo.

#### **VI.6 Signage (Permanent or Temporary)**

Signage for project structures, facilities, and construction sites must display one of the following phrases:

- "Funded in part by [Foundation logo]"
- "Funding provided by [Foundation logo]"
- "Funded in part by [Foundation logo] and Project partners logo(s)"  
(note: all logos must be the same size)

Vehicles must display one of the following:

- "Funded in part by [Foundation logo]"
- "Funding provided by [Foundation logo]"
- "Funded in part by [Foundation logo] and Project partners logo(s)"  
(note: all logos must be the same size)

If Grantee wishes to propose alternative signage language, the Grantee must follow the procedure outlined under Section III, "Exceptions from Requirements."

### **VII. COMMUNICATION TO GRANTEE'S INTERNAL EMPLOYEES**

Grantee understands the importance of communicating to its internal employees that funds have been awarded to the Grantee for the specific purpose(s) funded by the Foundation. Within thirty (30) days of execution of the Grant Agreement, the Grantee shall provide the Foundation with evidence of such communications (i.e., copies of internal memorandums, emails, other written communications, or summary of verbal communications) to internal employees.

### **VIII. FOUNDATION COMMUNICATIONS CONTACTS:**

For questions regarding Communications Materials, please contact:  
Norman L. Hanes, CEO  
318-251-3226 or [nhanes@lincolnhealth.com](mailto:nhanes@lincolnhealth.com)

The foregoing conditions are hereby accepted and agreed to as of the date indicated.

**GRANTEE: Name of Grantee**

Date: \_\_\_\_\_

By: \_\_\_\_\_  
(Signature of Authorized Official)

**LINCOLN HEALTH FOUNDATION**

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Signature of Chief Executive Officer

**Photograph, Movie Film, Videotape, and/or Sound Recording**

**AUTHORIZATION AND RELEASE**

I, \_\_\_\_\_(your name)

of \_\_\_\_\_ (name of organization)

hereby consent that the Lincoln Health Foundation, its legal representatives, agents, successors or assigns, shall have the right to copyright, publish or use any photographs, movie films, videotapes and/or sound records, or any part thereof, I have provided them, for publicity, or any other lawful purpose in conjunction with my institution's own or fictitious name, or in reproductions thereof in color or otherwise.

In giving this permission, without fee or limitation whatsoever, and in consideration of the opportunity to participate in the publicity or other lawful purpose, I represent that I have obtained all relevant permissions to use images and recordings of individuals, and I agree to release, discharge, and hold harmless the Lincoln Health Foundation and its employees, from any and all claims, actions and demands or whatsoever nature, including but not limited to any claims of libel, or invasion of privacy, arising out of or in connection with the use of any photographs, movie films, videotapes, and/or sound records or any part thereof.

I hereby waive any right that I may have to inspect and/or approve the finished project or the use to which it may be applied.

I hereby warrant that I have every right to contract on behalf of my institution in the above regard, and that my institution is the legal and sole owner of the copyright of said works. I state further that I have read the above authorization and release, prior to its execution, and that I am fully familiar with the contents thereof.

\_\_\_\_\_  
Date Organization Name

\_\_\_\_\_  
Signature Organization Address

\_\_\_\_\_  
Name Organization Telephone Number

## Share Your Project/ Program: Ten Suggestions for Celebrating Your Achievement

1. Alert all the news media.
2. Share your success with everyone who participates in your organization's activities.
3. Send a letter of congratulations to your board, members, friends, and all in the community who support your organization.
4. Hang a banner to celebrate your accomplishment.
5. Write a feature story about this award for your newsletter, annual report, and printed media.
6. Notify your staff and volunteers about this award and congratulate them.
7. Highlight your award online. Use headlines, stories, and/or images to share the news on your organization's website, Facebook page, Twitter feed, blog, and Flickr account. Be sure to link back to the Lincoln Health Foundation's website ([www.lincolnhealth.com](http://www.lincolnhealth.com)) so users can learn more about the award.
8. Host a reception or open house for the community to learn about your programs and services and to help celebrate your award.
9. Use the occasion of your award to write an editorial that highlights your service to the community.
10. Send copies of press clips about the award to the Lincoln Health Foundation and send us photographs and stories about how you have benefited from the grant so that we can help share your story.