



CONGRATULATIONS ON YOUR AWARD

Please know that your efforts are important and worthy of media attention. SAGA chose to support your work based on specific criteria and through a competitive grant process. Publicity and media coverage will help to ensure the success of the funded project, and will help us to continue to ensure SAGA funds are available for the future.

To help you communicate the impact of your work, we have created this Grantee Press Kit. Spokane Arts is also working to more effectively capture the stories of our grantees. If you have a compelling story that you would like to share, please email Jennifer Knickerbocker, Grants Administrator at jennifer@spokanearts.org. Otherwise, please expect to be contacted and interviewed. We will be featuring stories of our grantees in our newsletter, website and presentations.

Telling your stories helps communicate to our region's residents the importance of giving to efforts like your own. The following materials are intended for the use of Spokane Arts and the SAGA grantees, and will help you get the recognition your work deserves. Here are some suggested ways to announce your SAGA:

AWARD LANGUAGE FOR PRINT MATERIALS

Please acknowledge your grant in print materials using the following language:

The {title of project} has been made possible in part by a SAGA grant from the Spokane Arts Fund.

PRESS RELEASES

Send out a press release announcing the grant award.

Send out press releases preceding and following your program's events.

Invite local media, donors, and elected officials and provide photo opportunities when appropriate.

You may utilize the Sample Press Release (see below)

IN-HOUSE PUBLICATIONS

Feature the grant award in any newsletters, donor update letters, or notifications your organization shares with its constituents.

Inform your government representatives. Letters from community organization and local artists help legislators understand the importance of investing public funds in the Spokane region. These people can be found here: <http://leg.wa.gov/House/pages/membersbydistrict.aspx>

A list of locally elected officials serving Spokane can be found here <https://my.spokanecity.org/citycouncil/members/>

LOGOS

Public events and /or materials are expected to have an official Spokane Arts logo clearly visible. This includes printed materials as well as your website.

You use the attached logo or contact us at jennifer@spokanearts.org to receive a file. The logo(s) must be reproduced as a unit without alteration or distortion. You may use the logo in original color or black or white.

WEBSITE

Include the Spokane Arts URL link on your website. www.spokanearts.org

SPOKANE ARTS RESOURCES

Spokane Arts wants to help support and amplify the work you are doing in our city and region. A few examples of ways we can help include: sharing information about your upcoming programs, events, or accomplishments via our e-newsletter or broadcasting them on social media; listing your opportunities for artists on our website; or offering suggestions of other arts opportunities you might want to pursue or other artists you could consult with. In addition, we're in the process of building a better arts calendar & artist roster for our website, and soon you'll be able to directly upload your event or program information so that anyone visiting the Spokane Arts website will see it.

Again, Congratulations on being among the first ever SAGA. We are here to help take you to the next level, so please do not hesitate to reach out with any questions or needs.

Jennifer Knickerbocker
Grants Administrator
Spokane Arts Fund
509-321-9614
www.spokanearts.org

SAMPLE NEWS RELEASE

Date

Contact Name:

Title:

Organization:

Telephone Number:

E-mail Address:

FOR IMMEDIATE RELEASE

HEADLINE (Clear, brief explanation of your grant)

Subtitle (Optional—if you need to expand on the headline)

_____ is pleased to announce that it has received a SAGA grant from the Spokane Arts Fund. The organization or individual will use the funds for (project, activity, program, etc.)

Provide a brief summary about the project. Include key information such as the people who will be served by the grant, the artistic elements, etc.

Use this paragraph for quotes from key leaders (artists, board members, executive directors, etc.) associated with your organization, or others involved in the grant or participating in the project the grant is benefitting (individuals, volunteers, etc).

About You/Your Organization

(Use this paragraph to briefly describe your organization or you as an individual and your background, etc.)

About Spokane Arts

Spokane Arts represents the joint efforts of the 501C3 Spokane Arts Fund and the City of Spokane's Arts Commission, working together to amplify Spokane as the cultural hub and catalyst for the Inland Northwest through arts, leadership, advocacy, networking, and support.