



United Way of Lancaster County

Grant Partner Media Kit:

Congratulations on Your Grant!

We're proud to support your program through United Way of Lancaster County's funding initiatives. Your work is making a meaningful impact in our community, and we're here to help you amplify that impact through media and public recognition.

Sharing news about your grant not only highlights the important work you're doing—it also helps raise awareness about the value of philanthropy and the power of collective giving. Public recognition supports our mission and yours, strengthening trust, community support, and future funding opportunities.

This toolkit includes guidance and resources to help you announce your grant and properly acknowledge United Way of Lancaster County (UWLC) in your outreach.

How to Announce Your Grant:

Recognition Guidelines:

We ask that you **acknowledge United Way of Lancaster County** in all public-facing materials related to your funded project, including

- Press releases
- Program brochures
- Event signage
- Website content
- Social media posts
- Newsletters or donor communication

Always use our full name, United Way of Lancaster County, for first reference.

You may use **UWLC** for subsequent mentions.

Approved Acknowledgment Language

Please use one of the following statements where appropriate:

- *This project/program was made possible by United Way of Lancaster County.*

OR

- *This project was funded (or funded in part) by a grant from United Way of Lancaster County.*

Logo Use:

Please see attached for the most current version of our logo.

- Do not alter the logo in any way.
- Use it at a legible size and maintain clear space around it.
- The logo must appear upright and unedited.

Press Release Guidance:

We encourage you to issue a press release announcing your grant. This can help generate community interest and media attention for your program. United Way of Lancaster County will also be issuing a press release announcing that you are a grant recipient.

- Press Release Tips:

- Include photos of your project, participants, or check presentation (if applicable)
- Use your organization's and UWLC's logos
- Request an official quote from UWLC for your release by emailing mseiler@uwlanc.org

- Where to Send Your Press Release:

Feel free to distribute your press release to local media outlets, such as

- LNP | LancasterOnline
- ABC 27 News
- WGAL 8
- WITF
- And more!

Digital & Print Visibility:

Make the most of your grant recognition by featuring it across your communication channels:

- Social media (tag @uwlanc and use any grant specific hashtags)
- Email newsletters
- Donor updates
- Annual reports
- Blog posts or success stories on your website
- Printed program materials and event banners

Include a compelling photo of your project, participants, or the impact being made when possible.

Notify Your Board & Elected Officials:

Please inform your Board of Directors about your grant.

We also encourage you to share the news with local government representatives. Letters and messages from funded organizations help illustrate the value of public-private partnerships and community investment.

Link Back to Us:

When appropriate, include a link to our website: uwlanc.org

Facebook: [UWLanc](https://www.facebook.com/UWLanc)

Instagram: [@UWLanc](https://www.instagram.com/UWLanc)

Help Us Share Your Success:

If you receive media coverage, publish a newsletter, or share grant news in any way, please send us a copy or link. This helps us document our partnership and ensures that you've met the visibility requirement of your grant.

You can email media clips, stories, and links to Maddie Seiler, VP of Marketing & Communications at communications@uwlanc.org.

Thank you for partnering with United Way of Lancaster County. We're excited to celebrate your impact and share your success with our community!