# FY2027

July 1, 2026 - June 30, 2027

## GRANTEE

# MEDIA KIT

SOUTH CAROLINA

# BAR FOUNDATION

# *Congratulations*
# on your grant from the SC Bar Foundation!

Your organization and the services you provide are important and worthy of media attention. Publicity and media coverage will help ensure the success of the funded project, your organization, and the SC Bar Foundation. To help you communicate the impact of your work, we have provided this **Grant Recipient Media Kit.**

The SC Bar Foundation is always interested in capturing the stories of our grantees. Telling your story helps to tell our story! Compelling storytelling helps communicate to our donors the importance of supporting projects and services like yours. We often feature stories of our grantees in our marketing materials, including our digital newsletters, social media, and annual report. If you have a story that you would like to share, please contact **Olivia Jones, Executive Director, at olivia.jones@scbarfoundation.org.**

The following materials are intended for use by SC Bar Foundation grantees and will help you get the recognition your project and organization deserve. Here are some suggested ways to announce your grant award.



**Olivia Jones**

EXECUTIVE DIRECTOR

## RECOGNITION

You are required to acknowledge the SC Bar Foundation's support by including our name and logo in publications, programs, and signage for any event or presentation that received grant funding.

- Always use our full name **"South Carolina Bar Foundation"** or **"SC Bar Foundation"** when referencing us.
- Where possible, please include the written acknowledgment below along with the logo: **"This grant was made possible by the South Carolina Bar Foundation." – OR – "This project was funded (or funded in part) by a grant from the South Carolina Bar Foundation."**

## LOGO USE

Below you will find several logo variations. Use the one that best fits your publication. Always place the logo upright and do not alter it in any way.

Acceptable uses of the SC Bar Foundation logo include, but are not limited to:

- Newspaper ads, TV ads
- Newsletters, postcards, brochures
- Websites and social media channels

We encourage you to use the SC Bar Foundation logo whenever it is suitable.

### Available Logo Variations:

| | | | |
|---|---|---|---|
| Seal Full Color Logo | Vertical Full Color Logo | Grantee Full Color Logo | Anniversary Full Color Logo |
| Seal White Logo | Vertical White Logo | Grantee White Logo | Anniversary White Logo |
























## PRESS RELEASE

Issue a press release announcing your grant award. Always try to include pictures of your organization or program along with the SC Bar Foundation logo and your organization's logo.

- Utilize this **sample press release** as a guideline.
- Consider hosting events to mark your project's major milestones.
- Invite media to cover the event.

## OFFLINE & ONLINE PUBLICATIONS

Feature the grant award in newsletters, e-blasts, social media, donor update letters, and on your website. Include a compelling photo of the project, the people you are serving, or another relevant visual element.

## SOCIAL MEDIA

Follow us on our social media platforms and tag us in any grant-related posts, photos, and events.

- **Facebook:** Like the **SC Bar Foundation** page, and we'll like your page. Mention **@scbarfoundation** in grant-related posts, photos, and events.
- **Instagram:** Follow **SC Bar Foundation**, and we'll follow you. Mention **@scbarfoundation** in grant-related posts and photos.
- **LinkedIn:** Follow **SC Bar Foundation**, and we'll follow you. Mention **@sc-bar-foundation** in grant-related posts and photos.

## YOUR WEBSITE

- Create a link on your website to our website.
- Include our logo where appropriate and follow the logo use guidelines above.
- Recognize the SC Bar Foundation's support on any project-related webpages, announcements, or materials funded by this grant.
- If your project has multiple funders, **SC Bar Foundation** should be included in your list of funders.

## OUR NAME & ORGANIZATIONAL DESCRIPTION

Please use **"South Carolina Bar Foundation"** or **"SC Bar Foundation"** when referring to our organization. When including a description, please use the following:

**The South Carolina Bar Foundation promotes justice by funding legal access and education. Since 1971, the Bar Foundation has awarded more than $65 million to various law-related organizations throughout South Carolina.**

## SHARE YOUR STORY

The SC Bar Foundation would like to hear how a grant from the SC Bar Foundation has helped your organization. If you would like to share your **impact story,** please send a **narrative, photo, or video** to us.

The SC Bar Foundation highlights its grantees through media, our website, and our digital newsletters.

The SC Bar Foundation creates an impact video each year, which is debuted at the SC Bar's annual Convention in January. If your organization would like to be featured in the next impact video, please email Olivia at **olivia.jones@scbarfoundation.org** with a brief description of the story.

## PHOTO OPPORTUNITIES

Take advantage of opportunities to **capture and share appealing images.** The SC Bar Foundation features grant recipients in our printed publications, on our website, and on our social media pages.

Please share your images with us. With advance notice, we can often arrange to attend or even speak at events.

SOUTH CAROLINA
BAR FOUNDATION