

After you're awarded a Park Pride grant, you'll want to make an announcement to your neighborhood and community. This will help gain awareness for your project and attract park enthusiasts to your group. Additionally, consistent promotion and awareness of the grant will be important when you approach the community to volunteer, attend a park event, or raise funds for the community matching requirement. Park Pride has a strong track record of park improvements and community building – creating a strong linkage between your Friends group and Park Pride with public announcements will help build your group's credibility and trustworthiness among neighbors and community leaders that you'll be great stewards of any donated funds.

publicize your grant from park pride

1.) Send a Press Release

- Send a short press release to your community newspaper or submit an article to your neighborhood newsletter to let them know you've been awarded a grant through Park Pride.
- Highlight the project and how neighbors can get involved.
- Reach out to Park Pride's Marketing & Communications Manager to include a quote from Park Pride and for final review. See official Park Pride "boiler plate" language as part of the sample press release / newsletter article at the bottom of this document.

2.) Include Park Pride's logo on your group's website or Facebook page

- If your Friends of the Park group does not already have a web presence, we recommend that you establish one. Whether it is a stand-alone website or a Facebook page, the internet is the easiest place for people to find your group, for you to communicate your FOP group's goals and current initiatives, and to raise money for your park (if you set up a Fiscal Partners account with Park Pride).
- Please include Park Pride's logo on your webpage that links to our website (www.parkpride.org). Contact the Marketing & Communications Manager for logo.
- Announce your grant from Park Pride on your website.
- Once your webpage is established, send your url to the Marketing & Communications Manager to include the link on the Park Pride website.

3.) Include Park Pride in Park Events

- Alert Park Pride to when you're hosting an event related to your grant project in your park (ie. a ground breaking, fundraising event, or ribbon cutting), and we'll add it to our park calendar and help promote through social media.
- Please include Park Pride's logo on any printed or digital promotional materials.
- Reach out to Marketing & Communications Manager for final approval of logo use, or if your materials require a different logo than those provided.

4.) Tag Park Pride in Facebook and Instagram Posts and Tweets

- Tagging Park Pride on social media is an easy way to highlight your FOP group's connection to the nonprofit and ensures that we'll see and share your post, boosting the awareness of your group and the park projects you're undertaking / events you're hosting.
- "Like" Park Pride on Facebook (<https://www.facebook.com/ParkPride/>), then tag in posts using @parkpride.
- Follow @ParkPride on Twitter (<https://twitter.com/parkpride>) and Instagram, using hashtag #forthegreenergood in posts.
- Share your grant announcement press release across social networks.

5.) Acknowledge Park Pride in your project success

- Please acknowledge Park Pride as a partner in success in any newsletter articles or social media posts you make regarding your park project.

sample press release

XYZ Park Receives Grant from Park Pride

Friends of the XYZ Park will make ABC changes in the park

Location, Date – Friends of XYZ Park have announced that they've received a GRANT NAME from [Park Pride](#) in the amount of AMOUNT OF GRANT to fund PARK PROJECT DETAILS. Park Pride is the only Atlanta-based nonprofit that engages communities to activate the power of parks.

Park Pride and members of the XYZ community recognize that great parks increase the quality of life of residents by supporting healthy people, strong neighborhoods, vibrant business districts, a robust economy and a healthy environment. MORE PROJECT DETAILS.

Quote from FOP leader about Grant – Why is this grant important to your park's development? What do you hope to accomplish for the park and the community? How has Park Pride been a supportive partner thus far?

Park Pride currently works with nearly 100 local Friends of the Park groups in the City of Atlanta and DeKalb County.

Quote by Park Pride

Call to action – Provide details about how to get involved, such as attend an upcoming FOP meeting, volunteering at a park workday or inviting the public to a park event, and to visit your park's website or Facebook page!

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About Park Pride:

Park Pride is the only Atlanta-based nonprofit that engages communities to activate the power of parks. Working with 90 local Friends of the Park groups, Park Pride provides leadership and services to help communities realize their dreams for neighborhood parks that support healthy people, strong neighborhoods, vibrant business districts, a robust economy and a healthy environment. Park Pride is active in greenspace advocacy and educating both civic leaders and the general public about the

benefits of parks, and annually hosts the Parks and Greenspace Conference. Learn more about Park Pride at www.parkpride.org.

sample social media messages

Facebook

"We're excited to announce the Friends of XYZ Park received a GRANT TYPE from Park Pride! With these funds, we'll DETAILS OF PROJECT. (include a photo)

Twitter / Instagram

We're thrilled to announce our GRANT TYPE from @parkpride to GRANT DETAILS. Join us at our next park meeting on DATE to learn more." (include a photo)