



Publicity Toolkit

School Grants and Awards Program

Introduction

On behalf of the Highmark Foundation, congratulations on receiving a Highmark Foundation School Grant

At the Highmark Foundation, we know that what you're doing to help improve the health of our children is truly making a difference, and we are proud to support your school, your district and your efforts. We are working to get the word out about what schools are doing to help our children live healthy lives, and we hope that you will too.

We have compiled several resources to help you promote your grant. If you have any questions, please feel free to contact our public relations staff at the Highmark Foundation, Matt Stehl at matthew.stehl@highmarkhealth.org.

Communications Outreach

Public outreach is a great way to raise public awareness about the program at your school or district that is being funded by the grant from the Highmark Foundation. Reach out to your local media and the parents at your school.

On the pages that follow, you'll find:

1. Communications guidelines
2. Press release template
3. Sample letter for parents.

Before you send anything to the media, please send a copy to Matt Stehl at matthew.stehl@highmarkhealth.org to review a minimum of five business days before you plan to distribute it.

Thank you and best wishes this upcoming school year as you create a healthier school environment.

School Grants and Awards Program

Publicity and Media Guidelines

- Include acknowledgement of Highmark Foundation funding in all press releases, newsletters, brochures, annual reports, websites and any promotional materials.
- Send all press releases regarding grants or programs funded by the Highmark Foundation **for approval a minimum of two weeks before distribution.**
 - We will provide a quote from Yvonne Cook, president, Highmark Foundation for any press release, upon request.
 - Email press releases to Matt Stehl (matthew.stehl@highmarkhealth.org) and Jane Brooks (jane.brooks@highmark.com) for approval.
- All other publications including reference to grants or programs funded by the Highmark Foundation (including, but not limited to newsletters, brochures, annual reports, letters) **must be sent for approval a minimum of two weeks before distribution.**
 - Email publications to Jane Brooks (jane.brooks@highmark.com) and Tracey Pollard, tracey.pollard@highmark.com for approval.
- All logo usage must be approved, a minimum of two weeks before distribution.
 - For approval, email a copy of the piece where the logo is being used to Jane Brooks (jane.brooks@highmark.com).
- Digital copies of all media coverage of any grants or programs funded by the Highmark Foundation should be emailed to Tracey Pollard, tracey.pollard@highmark.com.

[Highmark Foundation Logo Guidelines](#)

Always lower the “t” in the Highmark Foundation

Minimum size

The height of the Highmark “H” should be no smaller than .1875” (3/16”) high.

Clear space

To preserve the integrity of the logo, always keep it clear of competing text, images and graphics by maintaining the minimum amount of clear space. The minimum clear space must be equal or greater than the Highmark “H.”

Incorrect usage

- Do not distort or skew proportions
- Do not change size, placement or spatial relationships of the logo parts

- Do not lockup additional symbols with logo
- Do not place the logo in a box or any other outlined space
- Do not change color of the logo

School Grants and Awards Program Press Release Template

[School or District Logo]

FOR IMMEDIATE RELEASE

Contact Name
School or District Name
Phone number
Email

[School or district name] will [what your program will do and who it will impact] with \$X,XXX grant from the Highmark Foundation

CITY, STATE (Date) — [Name of school or district] has been awarded a [grant amount] Highmark Foundation school grant to support name of program/event. Through the grant, [name of school or district] will [expected benefits and outcomes of program].

Paragraph 2 — This should be a quote from a leader within your organization about the importance of the program/event that is being funded. What it is and what it means.

Paragraph 3 — This should include additional details about what makes the program/event unique. Why is it important or necessary? How many students will benefit? What changes/impact will the program/event create in the community?

Paragraph 4 — This should be a quote from the Highmark Foundation. Please send a completed draft of the press release to Matt Stehl at matthew.stehl@highmarkhealth.org a minimum of five business days before the release will be distributed to receive an approved quote and approval before distributing.

Paragraph 5 — This should be a few sentences giving a brief history and any background on your school or district.

School Grants and Awards Program Parent Letter Template

[School or District Logo]

Dear Parent,

I am excited to share that [name of school] has received a [amount] Highmark Foundation school grant for our [name of program].

The Highmark Foundation understands that schools can be one of the most effective settings to promote health and wellness, and developed the school grant program to support programs like [name of program]. Through our [name of program], we will [describe program]. Note: In the description, be sure to include how the program will benefit students.

We encourage you to talk to your child about this program and find out what he or she is learning. You can also get involved by [insert information about any events in which parents can get involved, or how they can learn more].

We are thrilled to receive this grant from the Highmark Foundation and wanted to share the good news. We are continuing to work every day to make [name of school or district] a healthier place.

Sincerely,

[Principal or superintendent]