



# GRANTEE MARKETING RESOURCES

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We at the Foundation strive to be partners in your success. We awarded you a grant because we believe in your project and want you to be even more successful than you thought possible!

Many of our grantees struggle with marketing, so we put together this marketing primer in the hope that some of these tips and resources will be helpful for your project.

If you have any other questions, feel free to contact the Marketing & Grants Program Manager, Marie Galetto, at [galetto@cfoscc.org](mailto:galetto@cfoscc.org).

## Sample Grant Announcement Text

All grantees of the Catholic Community Foundation are required to announce to the community that they have received a grant from the Foundation. In most cases, this is most easily achieved through a bulletin announcement or newsletter. Below is sample text you can use to announce your grant. Feel free to use this blurb and the images available at [cfoscc.org/what-we-do/grants](http://cfoscc.org/what-we-do/grants) on all your social media platforms as well!

[Parish/Organization Name]'s [Program Name] was awarded a grant from the Catholic Community Foundation of Santa Clara County! This grant [include grant amount if desired] will help us achieve our goal of [program goal]. Thank you to [applicant name] for submitting a successful grant application! For more information about the Catholic Community Foundation, visit [cfoscc.org](http://cfoscc.org).

## Tips for Marketing Your Programs & Events

- Repetition is key! Try to reach your audience in as many ways as possible – mailed invitation, email invitation, announcements at mass, announcements in the parish bulletin and diocese bulletin – anywhere your target audience might see your announcement.
- Be sure to include an eye-catching graphic in your announcement.
- Keep it short and simple. No one wants to read a long paragraph of information...and they won't! Try using short bullet points and images as much as possible.
- Make sure you start advertising at least 6 weeks before your event to give people ample time to check their schedules and RSVP (if you're asking for RSVPs).

## Free or Cheap Online Marketing Tools

CANVA

[canva.com](http://canva.com)

Use Canva's pre-made designs to create professional-looking marketing materials – logos, flyers, presentations, tickets, and much more. The basic platform is free.

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## PREZI

[prezi.com](https://prezi.com)

Dynamic and engaging presentations. Free basic account.

## STUPEFLIX

[studio.stupeflix.com](https://studio.stupeflix.com)

Make a simple video combining images, video, titles, transitions and music. Free basic account.

## BITLY

[bitly.com](https://bitly.com)

Shorten any URL and track how many clicks it gets - great for social media. Free basic account.

## QUOZIO & RECITE

[quozio.com](https://quozio.com) & [recitethis.com](https://recitethis.com)

Two simple tools for making text quotes into fun images. Free to use.

## THE STOCKS

[thestocks.im](https://thestocks.im)

Great resource for finding royalty free photos you can download, edit and use for free.

## PIXLR

[pixlr.com/web](https://pixlr.com/web)

Comprehensive tool for editing photos. Check out their different web apps to find the tool that's right for you needs and skill level. Free to use.

## Free Meeting Spaces

### SOBRATO NONPROFIT CENTERS

[www.sobrato.com/sobrato-philanthropies/sobrato-family-foundation/conference-center-grants/overview/](https://www.sobrato.com/sobrato-philanthropies/sobrato-family-foundation/conference-center-grants/overview/)

### SILICON VALLEY COMMUNITY FOUNDATION

[www.siliconvalleycf.org/community-conference-space](https://www.siliconvalleycf.org/community-conference-space)

### SAN JOSE PARKS AND RECREATION: FACILITIES SEARCH

[www.sanjoseca.gov/Facilities](https://www.sanjoseca.gov/Facilities)

(may not all be free, call for more info)

### SAN JOSE PUBLIC LIBRARIES

San Jose Public Library allows non-profit community groups to use the established Community Rooms within the various branch buildings in the San Jose Public Library system. A separate policy applies to the King Library.

[www.sjpl.org/policies-procedures/san-jose-public-library-branch-community-rooms-use](https://www.sjpl.org/policies-procedures/san-jose-public-library-branch-community-rooms-use)