



## Community Engagement and Outreach Grants Marketing and Communications Requirements

### **DIRECT SERVICE PROGRAM ENHANCEMENT GRANTS**

#### 1. Marketing & Publicity

Usage of The Children's Trust logo is ***not required*** for this grant. However, the Provider/Organization must include the following language in all marketing and/or promotional materials, including but not limited to videos, news releases, social media, print, collateral, website and digital.

ENGLISH: “[Provider Program/Initiative Name] is funded/supported in part by The Children’s Trust.”

SPANISH: “El [Provider Program/Initiative Name] está financiado/es apoyado en parte por The Children’s Trust.”

HAITIAN CREOLE: “The Children’s Trust finansye e sipote pwogram “[Provider Program/Initiative Name]”

**All materials that reference The Children’s Trust and/or utilize The Children’s Trust logo must be submitted to The Children’s Trust Communications Department for approval via online form prior to distribution or publication.**

The online Children's Trust Communication Compliance Form as well as all current logos and media toolkits can be found at [www.thechildrenstrust.org/communications](http://www.thechildrenstrust.org/communications).

See direct links below for easy access:

- The Children's Trust Communications Compliance Form – [CLICK HERE](#)
- Media Kit & Logos - [CLICK HERE](#)

#### 2. Social Media

The Provider/Organization is highly encouraged to tag The Children's Trust and be recognized as a sponsor whenever they post on social media regarding the approved Direct Service Program Enhancement Grant:

Facebook – thechildrenstrust

X – childrenstrust

Instagram – thechildrenstrust

LinkedIn – The Children’s Trust of Miami-Dade County

YouTube - childrenstrust

## **PROMOTION OF CITIZEN ENGAGEMENT, ADVOCACY AND LEADERSHIP GRANTS**

### 1. Marketing & Publicity

Usage of The Children's Trust logo is ***not required*** for this grant. However, the Provider/Organization must include the following language in all marketing and/or promotional materials, including but not limited to videos, news releases, social media, print, collateral, website and digital.

ENGLISH: “[Provider Program/Initiative Name] is funded/supported in part by The Children’s Trust...”

SPANISH: “El [Provider Program/Initiative Name] está financiado/es apoyado en parte por The Children’s Trust...”

HAITIAN CREAOLE: “The Children’s Trust finansye e sipote pwogram “[Provider Program/Initiative Name]”

**All materials that reference The Children’s Trust and/or utilize The Children’s Trust logo must be submitted to The Children's Trust Communications Department for approval via online form prior to distribution or publication.**

The online Children's Trust Communication Compliance Form as well as all current logos and media toolkits can be found at [www.thechildrenstrust.org/communications](http://www.thechildrenstrust.org/communications).

See direct links below for easy access:

- The Children's Trust Communications Compliance Form – [CLICK HERE](#)
- Media Kit & Logos - [CLICK HERE](#)

### 2. Social Media

The Provider/Organization is highly encouraged to tag The Children's Trust and be recognized as a sponsor whenever they post on social media regarding the approved promotion of citizen engagement, advocacy and leadership Grant:

Facebook – thechildrenstrust

X – childrenstrust

Instagram – thechildrenstrust

LinkedIn – The Children’s Trust of Miami-Dade County

YouTube - childrenstrust

## **COMMUNITY OUTREACH GRANTS**

### 1. Marketing & Publicity

The Provider/Organization shall recognize The Children's Trust as an event sponsor and inclusion of the current official The Children's Trust logo ***is required*** for this grant in all marketing and/or promotional materials, including but not limited to videos, news releases, social media, print, collateral, website and digital assets.

**All materials that reference The Children’s Trust and/or utilize The Children’s Trust logo must be submitted to The Children’s Trust Communications Department for approval via online form prior to distribution or publication.**

The online Children's Trust Communication Compliance Form as well as all current logos and media toolkits can be found at [www.thechildrenstrust.org/communications](http://www.thechildrenstrust.org/communications).

See direct links below for easy access:

- The Children's Trust Communications Compliance Form – [CLICK HERE](#)
- Media Kit & Logos - [CLICK HERE](#)

## 2. Social Media

The Provider/Organization is highly encouraged to tag The Children's Trust and be recognized as a sponsor whenever they post on social media regarding the approved Community Outreach Grant:

Facebook – thechildrenstrust

X – childrenstrust

Instagram – thechildrenstrust

LinkedIn – The Children’s Trust of Miami-Dade County

YouTube - childrenstrust