

# Grant Recipient Communications Toolkit



**Consumers Energy**

**FOUNDATION**

## Congratulations!

You've received a grant from the Consumers Energy Foundation! The following ideas and guidelines are intended to help you share information about the grant and your program.

The Consumers Energy Foundation publicizes grants and grant stories through media relations, social media, publications, and our website. We encourage you to share success stories and photos so we can promote our joint effort to create positive impact in Michigan.

## Acknowledging the Consumers Energy Foundation

A grant from the Consumers Energy Foundation is a joint commitment to caring for people, our planet and Michigan's prosperity. Your story is our story. Therefore, we request the opportunity to review a draft of any announcement of your grant to ensure that the Consumers Energy Foundation's grantmaking is presented accurately and consistently.

Please be advised, recognition for this grant should be credited to the Consumers Energy Foundation, not Consumers Energy. "The" does not precede the name Consumers Energy Foundation on lists or plaques but should precede the name in other written material.

We are proud to make a positive impact to Michigan and appreciate your efforts to recognize the Foundation's involvement.

## What you can do

You can spread the great news about your grant and the Consumers Energy Foundation's support in a number of ways:

### Your website

Create a link on your website to the Consumers Energy Foundation ([ConsumersEnergy.com/Foundation](http://ConsumersEnergy.com/Foundation)). You can also include our logo where appropriate. See logo use details below.

## Share with your community

Share information about your grant through your newsletters, annual reports, lists of supporters and social media. When announcing the grant on social media, link to us on Facebook ([facebook.com/ConsumersEnergyMichigan](https://facebook.com/ConsumersEnergyMichigan)), Twitter ([@ConsumersEnergy](https://twitter.com/ConsumersEnergy)), Instagram ([@ConsumersEnergy](https://www.instagram.com/ConsumersEnergy)), or LinkedIn ([@ConsumersEnergy](https://www.linkedin.com/company/ConsumersEnergy)). Use the Consumers Energy Foundation logo when appropriate.

## Contact local media

A news release can be an effective way to help media outlets know about your project and your grant from the Consumers Energy Foundation. [You may use this sample news release as a blueprint](#). We would appreciate reviewing and contributing to your news release with a quote that is specific to your organization. We also can help provide you with contact information for media outlets.

**Please contact Trisha Bloembergen at [Trisha.Bloembergen@cmsenergy.com](mailto:Trisha.Bloembergen@cmsenergy.com) for assistance and to review the press release.**

## Use our logo

We encourage you to use the Consumers Energy Foundation logo where suitable. To obtain a copy of the logo, email [Lauren.Chandler@cmsenergy.com](mailto:Lauren.Chandler@cmsenergy.com).

## Keep in touch!

With a Consumers Energy Foundation grant, our relationship is just beginning. As you move forward with your grant work, send us digital pictures and success stories. Your work may be featured in a social media post or in another publication or communication by Consumers Energy on behalf of the Consumers Energy Foundation. If your photos feature people, please only send photos for which all parties pictured have signed releases indicating their approval.

## Thank you!

Thank you for your interest in the Consumers Energy Foundation and for providing us with the opportunity to support you, your program, and to create a positive impact in Michigan.