

Communications Tipsheet for NYHealth Grantees

We are proud to welcome you to the growing community of NYHealth grantees and we want to help spread the word about your work! Here are some tips as you think about communications related to your NYHealth-supported project.

Share your...

- Photos and videos:** We love to see your work in action; please share photos and videos with your program officer. (Don't worry; we won't use your materials publicly without your permission!)
- Social media posts:** Tag us in your social posts (see links below under [Keep up with NYHealth](#)) so we can see what you're up to and like/share your content.
- Public events:** We encourage you to let your program officer know when you're having public events. We love to attend as many of your gatherings as possible. And if you'd like, we'll help spread the word on social media channels and/or the [event listings](#) on our website.
- Anecdotes and stories:** Don't feel you need to wait until your formal grant reports are due to let us know how things are going! We want to hear about the impact you're having and the people you're helping along the way. Drop your program officer a line to let us know what you're proud of and what you're excited about. We may follow up for more details to feature your work in a social media post, write a [grantee story](#) for our website, or develop a media pitch.
- News clips:** Were you quoted in the newspaper? Did the local TV station cover your event? Did you do a radio interview? Tell your program officer so we can hear about it, congratulate you on the coverage, and help spread the word on our social media channels.
- Challenges and ideas:** Struggling with a communications challenge? NYHealth's communications staff are available to help you think through strategies and tactics and brainstorm together. Reach out to your program officer to connect with the right person on the communications team.

Keep up with NYHealth

- Sign up for [eNews updates](#)
- Like and follow us on [LinkedIn](#), [Facebook](#), and [X](#)
- Follow your [fellow grantees on X](#) (*note: you must be logged in to X to view the list*)
(e-mail info@nyhealthfoundation.org to add your organization to our grantee list on X)

Let us know ahead of time about...

- **Press releases:** If you're announcing your grant award or something else related to your NYHealth grant, please share it with your program officer ahead of time for our review. (We promise not to meddle too much or take too long to get back to you; we just want to give it a read for accuracy.)
- **Reports/briefs:** If you're putting out an NYHealth-funded report or brief, please keep your program officer in the loop. See below for standard acknowledgment language; note that we're happy to modify that language as needed (e.g., if there are multiple funders).

Acknowledgment language for NYHealth-supported projects

Please use the following acknowledgment language in NYHealth-supported reports and publications:*

“Support for this work was provided by the New York Health Foundation (NYHealth). NYHealth’s mission is to improve the health of all New Yorkers, especially people of color and others who have been historically marginalized. The views presented here are those of the authors and not necessarily those of NYHealth or its directors, officers, and staff.”

* We expect you to use this language only in reports and briefs; you don't need to include it in promotional materials like press releases. We're happy to work with you to modify the standard language if needed (for example, in the case of very short documents or if your report has multiple funders). Please contact your program officer with any questions.

Use of the NYHealth logo

Generally, we reserve outside organizations' use of our logo for materials that are jointly produced (e.g., when NYHealth and a grantee have co-written a report) or jointly sponsored events. Please contact your program officer if you'd like to use the Foundation's logo.