



**Healthy Communities Delaware**  
*alignment. investment. impact.*

**Congratulations on your Healthy Communities Delaware (HCD) investment! We are proud to support your work and to see the impact you are creating in our communities.**

We encourage you to share the news of your partnership with Healthy Communities Delaware to raise awareness of your work and the Vital Conditions. The following communication guidelines may assist with these promotions.

## **NEWS RELEASE**

HCD will create and distribute a news release about annual community investments. It will be shared with all partners via email and social media. It will also be shared in the Healthy Communities Delaware and Delaware Community Foundation monthly newsletters.

You have the opportunity to share the news release in your newsletters, social media, and other communication channels.

If you plan a news release that will mention Healthy Community Delaware please allow HCD 24 business hours to review prior to distribution.

## **SOCIAL MEDIA**

[Facebook](#) | [LinkedIn](#) | [Instagram](#)

- Tag Healthy Communities Delaware if announcing the funding and related work on social media. We'll gladly repost.
- Please consider tagging your community partners involved in the work.
- Use photos and videos of your work to help tell the story.
- HCD will post about your work throughout the year. Please consider reposting content when we tag you. This is an easy way to use social media to talk about the work and not have to create a post yourself.
- Follow us on social media!

## **SAMPLE LANGUAGE**

- Thank you to @HealthyCommunitiesDelaware for supporting [INSERT ORGANIZATION/PARTNERS] with a long-term investment to [INSERT SPECIFICS OF WORK]. Partnerships with investors like you

help us [INSERT APPROPRIATE PHRASE OF DETAIL i.e., achieve our goals, revitalize XXX, build XXXX, etc.]

- We just [opened, built, launched, etc.] thanks to ongoing investment from @HealthyCommunities Delaware. [details of how this project expands your organization's impact].
- A \$100,000 investment from Healthy Communities Delaware helped support our efforts to [INSERT APPROPRIATE PHRASE OF DETAIL i.e., achieve our goals, revitalize XXX, build XXXX, etc.]
- The XYZ project/initiative is made possible in part by Healthy Communities Delaware. Because of HCD's long-term investment, our community is #thriving.
- To address the Vital Conditions of [insert any Vital Conditions related to your work], we are [short description of project] in XX community. Together with our partners we are creating vibrant, thriving communities and making Delaware healthier.

Please use the full name of Healthy Communities Delaware; after the first reference, you can use "HCD".

## **NEWSLETTERS**

HCD has a monthly newsletter and will routinely feature our partners' work. Our managing partners at Delaware Community Foundation, University of Delaware Partnership for Healthier Communities, and DHSS may also share the work in their newsletters. We will continue to make you aware of these stories. We encourage you to share in your newsletters.

If you share a story about HCD, the work, and/or the Vital conditions, please make sure we know! We will want to reciprocate and acknowledge your partnership.

## **HELP US HIGHLIGHT YOUR WORK**

We often feature stories of our partners through our social media, website, newsletters and annual reports. We use photos to tell the story of the importance of this work. As your work unfolds and progresses, please send us photos of the work this investment supports (high quality, high-resolution .jpg files preferably). With the photos, please include a few sentences giving some context, and your name and contact information.

Make sure any participants who appear in the photo have appropriate media release documents. (Photo Release Form download available on <https://healthycommunitiesde.org/support-materials>)