

JFC Grant Publicity Tips ~ CASA

Below are a few suggestions to consider for how your program can maximize this partnership on a local level. It is very important for the CASA network to try to develop relationships with local JFC members so that we can give them proper recognition and maintain the JFC relationship for years to come. Please remember that JFC has made it clear that they do not want us to approach their members for financial support or for grant related questions – JFC’s role is to raise money from their members and then award the funds to CASA (via National CASA) and other charities.

1. Contact local JFC members and offer to insert a paragraph on the local jewelry industry participants in the attached template press release. Please note this template is a suggested format. Please feel free to use pieces of this and/or modify to best suit your program and market needs.
2. Include the local JFC members in your press release distribution list and offer to send to their PR firm for further circulation.
3. Consider proposing an open house introducing the JFC member(s) and local CASA program partnership in your community. The retailer will likely benefit more by hosting this event at their store. Ask yourself what venue will produce the most traffic and exposure for the JFC member. Invite your donors, volunteers, board members and youth (aged out) who have benefited from a CASA/GAL. Ask the jeweler to invite their mailing list. Consider having the event during the lunch hour or for the after work crowd. You can manage costs by promoting through your regular newsletter, by email to your constituents and through the JFC members regular mailing. Also, consider approaching a neighboring food vendor to provide in-kind coffee and cookies.
4. Feature the grant on your website and list the local JFC members. If possible, consider adding a link to participating jeweler(s). Rotate if there is more than one or whatever is deemed equitable in your market.
5. Give mention of the grant support during any speaking engagements. If you or members of your board participate with the local chamber or trade association, invite JFC members to networking events.
6. If a state jewelry association has been identified in your area, make contact with the executive director and/or president to establish a relationship. Each organization produces a newsletter for their members that provide a communications vehicle for CASA news and in most cases the organization holds at least one annual event that may present a tie-in for your program.
7. Consider including event planners etc. on your press release distribution list for any upcoming Bridal Shows/Expos scheduled in your community.
8. Keep communication links open with the JFC member(s). Share milestones. Offer to put them on your mailing list if you have a newsletter (but please do not send them any appeal

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letters or other requests for funding). Show what impact the grant has made to the children in your community and how the funding benefits the needs of your program.

9. Refer family and friends to JFC members and encourage them to refer others. Send out an email to your address book or add a blurb under your closing signature line and include their website if applicable.

If you need an electronic version of the JFC logo or need help with content for any publicity/recognition, please do not hesitate to contact us. We will be checking in with you periodically throughout the grant period with further tips and JFC related news.

Please contact Kris Gonzales at 206/270.0072 ext. 265 or email kris@nationalcasa.org if have any questions and thank you for the great work your organization is doing on behalf of children!

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