Grantee Communications Guide Overview

The following guide provides practical public affairs advice for communications directors (or their equivalents) of organizations awarded grants from the Bill & Melinda Gates Foundation. The guide is intended to be a frequent reference for you and your staff to aid your ongoing efforts to increase public visibility and support for your programs.

In addition to using the guide for technical and tactical advice, some of the key “Do’s and Don’ts” are summarized below to serve as a daily reference for you and your staff when communicating news related to a Bill & Melinda Gates Foundation gift.

Please Do

• Notify Amy Low at GMMB if you plan to issue a press release or hold an event announcing your gift. GMMB is the foundation’s public affairs agency in the Northwest, and serves as a public affairs resource for local grantees. Amy and her team review all press releases and then they forward them to the Web team for posting on the foundation’s site. GMMB can also provide guidance and strategic counsel to your organization if you are unclear whether or not to publicly announce your grant. Amy Low can be reached at 206.352.8598 or amy.low@gmmb.com.

• Keep the foundation apprised, through GMMB, of news coverage you generate following a gift or other milestones accomplished.

• When receiving questions from the media about the foundation’s local giving initiatives as they relate to your organization, encourage the reporter to contact GMMB in order to arrange a brief interview with senior foundation staff.

• Let GMMB know if you plan to hold a prominent event in the Northwest in order for us to keep our regional calendars up to date.

• Let GMMB know if you have any questions, or if there are ways the foundation can further support your grant.

Please Don’t

• Use the foundation’s logo on internal or external literature without prior approval.

• Name parts of buildings or programs after the Gates family without approval from the foundation.

• Offer a foundation spokesperson to contribute to your news story without first checking with GMMB.

Quality public affairs programs can add immeasurable visibility and influence to your organization – we encourage you to use the Pacific Northwest Grantee Communications Guide frequently, and keep us apprised of your progress in your local communities.

Questions? Please contact Amy Low at GMMB (206.352.8598 or amy.low@gmmb.com)