

DELTA DENTAL
FOUNDATION 



DELTA DENTAL FOUNDATION
MEDIA KIT

GRANT RECIPIENTS



CONGRATULATIONS

Congratulations on receiving a grant from the Delta Dental Foundation (DDF)! We're excited to partner with your organization, and we hope you'll help us spread the word about the receipt of your grant and the incredible work your organization is doing to improve oral health. Included in this kit, you'll find tips on how to maximize the coverage of your grant, including:

- ▶ Working with news media
- ▶ How to write a press release or media advisory
- ▶ Social media advice
- ▶ Taking better photos and videos
- ▶ External communications
- ▶ Using the DDF logo

AND MORE!

QUESTIONS?



Remember, the DDF team is here to support you. If you need help with your communications plans, please contact:



Jen Anderson

✉ jmanderson@deltadentalmi.com

☎ 517-375-5507

HOW TO INTERACT WITH NEWS MEDIA

▶ Develop a distribution list

Include local newspapers, radio stations, television services, and wire services, like the Associated Press. Most news outlets list their reporters and editors on their website, and if you need more help, [Newslink.org](https://www.newslink.org) has a searchable directory of print media and TV and radio stations by state and category.

▶ Prepare a press release or a media advisory

When you send it out to the people on your distribution list, make sure you send it in the body of the email (not as an attachment) with a personal note to each recipient. Don't forget to post your press release (or advisory) on your website and social media channels.

▶ Pitch a story

Always research your target reporters before you pitch a story. Look up past stories they've written so that you know what they're interested in. Then, you can pitch your story in that direction. One strategy is to tie your news to a current event or issue, making it clear why your story would be a great fit for the reporter's audience.

▶ Follow up when necessary

It's OK to check in with a reporter to see if they're still interested in your story or release—[journalists respond to only 3.27 percent of pitches they receive](#). When you do, be prepared to talk about the main points in your press release, and always be friendly and polite—even if they're not interested. Your goal is to be a resource, now and in the future.



PRESS RELEASE

► What it is

Press releases—literally designed to “release” news—are one of the most common ways that organizations interact with the media. They should be designed to generate or supplement news coverage, and they’re often distributed at or immediately following an event or announcement. The DDF is more than happy to review press releases and provide quotes associated with grant funding.

► Before you write it

Before you start writing, determine whether what you’re sending will stand out among hundreds of other press releases. Is your announcement newsworthy? Does it add to a local, state or national conversation about an issue? Does it provide enough background information? Are your quotes short (between 30 to 45 words) and to the point?

► How to write it

Your goal is to make it as easy as possible for a reporter to repurpose and share your news, which means your press release should be simple, short and in a form that allows copying and pasting. Attaching supplementary photos and videos, along with captions for them, can also make a reporter’s job easier. Back up facts in your press release with links to connect readers back to supporting information, which can lend credibility to what you’re saying. It’s another way of citing your sources so that a reporter doesn’t have to fact check.

Importantly, your press release doesn’t necessarily need to announce your receipt of funding—you may be more likely to receive media coverage if you discuss the work that’s being funded or the impact of your program.



Submit for review

Please send your press releases to jmanderson@deltadentalmi.com for review before distributing.

SAMPLE PRESS RELEASE

CITY: Use capital letters, here.

STATE ABBREVIATION:
Follow AP Stylebook's state abbreviations (e.g., Mich., Ohio, Ind.)

THE FIVE Ws: In the first sentence, answer the five Ws—who, what, when, where and why—in a brief, declaratory sentence. You can elaborate more later.

FOR IMMEDIATE RELEASE

[Day of week], [Month] [Day], [Year]

Contact: [Name], [Number], [Email]

[Insert a title here.] It should be clear and direct. Imagine the headline you'd like to see in a publication.

[CITY], [State abbreviation] — [Name of organization] recently received [Grant amount] from the Delta Dental Foundation to [Insert what funding will support].

[Insert a quote from an appropriate representative for your organization.]
The lead quote should offer a concise explanation of what's going on and why it's important. Assume this is the only thing a journalist might pull from your release.

[Insert a brief explanation about your oral health program—what it is, what it does, who it serves, and why it's important.] This is where you'll elaborate on what was introduced in the opening sentence. If the opening sentence highlighted a new oral health program your organization is creating, this paragraph should explain why it's important or how it will be accomplished.

[Insert a second quote.] The second quote can help you highlight another important view of the program. Third-party (community partner) quotes can broaden your reach and help establish credibility. The DDF can provide you with a second quote for your releases.

[Insert background information here.] This might include information about the grant, data, evidentiary support, or history.

For more information, please [Insert information about who to contact or what link people should visit to learn more.].

###

[Add boilerplate for your organization and for the DDF here.]

MEDIA ADVISORY

► What it is

Media advisories give local media a heads-up about an event in hopes that they'll attend and cover it. Your goal is to give them the who, what, when, where and why of your event—just enough information to pique their interest. Send the alert to your target contacts two to three days before the event, and make sure you're sending it to the appropriate people. There aren't as many reporters on a health-care beat these days, so you may want to target media influencers who cover community events (e.g., local reporters, local-access cable, etc.).

Where possible, members of the DDF team are more than happy to participate in media events, including press conferences and ribbon cuttings.

► How to write it

Keep it simple! Media advisories contain factual information about an event. This information is offered in a logistical way and is straight to the point. It doesn't contain any fluff. Your advisory should include a brief line explaining the event, the time and address at which the event will occur, a list of people who will be participating in the event (e.g., a CEO, legislator or dignitary), and a contact person in the event an attendee has additional questions.



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FOR IMMEDIATE RELEASE

[Day of week], [Month] [Day], [Year]

Contact: [Name], [Number], [Email]

[Insert a title here.] It should be clear and direct. Imagine the headline you'd like to see in a publication.

[CITY], [State abbreviation] —[Insert your event description.] Compose a line that describes the event you're hosting, whether it's a press conference, health fair, tour, etc.

WHERE: [Include the location.] Provide an address, along with any parking instructions, here.

WHO: [List speakers.] Include the people or organizations who will be speaking, if applicable.

WHEN: [Include calendar information.] Provide the date and time the event will occur.

For additional information regarding this event, please contact [NAME] by calling [NUMBER] or by emailing [EMAIL ADDRESS]. [Include more details.] If you have any additional information to include, such as requesting RSVPs on a Facebook event, include them here.

###

[Add boilerplate for your organization and for the DDF here.]

SOCIAL MEDIA

According to the Pew Research Center, [seven-in-ten Americans](#) say they use social media, making social media sites such as Facebook, Twitter, YouTube, LinkedIn and Instagram powerful (and economical) tools for sharing and amplifying your organization's work.

If you already have a social media presence on at least one platform, use it to share your news—not just about receiving the grant (which we do love) but about what the grant is specifically supporting. Think about it like this: what's your social media audience most likely to get excited about and engage with—a canned thank-you post about grant money or a photo/video of that grant money in action?

The DDF uses its social media platforms on Facebook, LinkedIn and Twitter to post about new grant opportunities and highlight grantee achievements. Follow us on each account, and tag the DDF when you share grant-related work; we'll like, comment, or share.

- ▶ **Facebook:** facebook.com/DeltaDentalFoundation
- ▶ **Twitter:** twitter.com/DDFGivesBack
- ▶ **LinkedIn:** linkedin.com/company/delta-dental-foundation



Instagram

The DDF doesn't have an Instagram account, but you can use the hashtag [#DDFGivesBack](#) to tag any grant-related posts on the platform.



GRAPHICS, PHOTOS AND VIDEOS

Powerful visual elements are crucial for compelling communications strategies—especially on social media. But what happens when you don't have access to software or graphic design professionals? There are plenty of free online tools that can help anyone, even people without design experience, make clean images. Remember—if you're using the DDF logo, the image must be sent to jmanderson@deltadentalmi.com for approval prior to use.

▶ Canva

A free, versatile design tool that has a plethora of templates for every social media platform. Nonprofits qualify for free premium accounts, which unlocks a number of additional features. You can even load your organization's colors and logo into the profile to make it easier to create branded content. (canva.com)

▶ Piktochart

A design tool that can help you create infographics. Basic tools are free, and users can unlock additional content with a subscription. Easel.ly has similar functionality. (piktochart.com)

▶ Google Charts

Visualize data in real time—and it's free. (developers.google.com/chart)

▶ GNU Image Manipulation Program

Free photo editing software that's designed to mimic the capabilities of Adobe Photoshop. (gimp.org)

▶ Vectr

Free design software that's designed to mimic the capabilities of Adobe Illustrator. (vectr.com)



TAKING BETTER PHOTOS

Pictures help make connections to the work you're doing and the people you serve. Photos also help the DDF spread the news about what you're doing. The below tips will help you take high-quality photos—even with the smartphone in your pocket:

▶ **Switch it up**

Take lots of photos from different angles! You'll seldom get the image in one shot, and it's always best to have multiple angles to choose from.

▶ **Step-up your zoom**

Zoom with your feet—not your camera.

▶ **Don't be afraid of candid shots**

The DDF loves authentic, smiling faces—they can inspire a sense of movement and energy.

▶ **Let the sun be your guide**

Use natural light, if possible.

▶ **Take pictures of people—not objects**

Even if you're highlighting funding for dental equipment, consider staging staff or patients using said equipment rather than taking a picture of an empty dental chair.

▶ **Share your photos**

Did you get a great shot? Share your photos with us! Please send your photos to jmanderson@deltadentalmi.com.



Get it signed!

Don't forget—as part of your grant agreement, you're responsible for obtaining signed photo releases.



VIDEOS DRIVE ENGAGEMENT

It's no secret that video is driving engagement across every platform. But even though homegrown video is more common than ever, quality is still a key differentiator. Keep these tips in mind the next time you're taking video:

▶ Start with a script

If you're trying to tell a story, start with a script. You don't necessarily need to map out everyone's lines, but knowing where you want to start, the major points you want to hit, and where you need to end is important.

▶ Brace yourself

Use a tripod, if possible.

▶ Take a turn for the better

Determine how you should hold the phone or camera (e.g., vertically for TikTok or Reels or horizontally for Facebook or YouTube) before you start filming. Alternately, you can optimize the content for each platform using video-editing software.

▶ Keep it short

Viewers are most likely to engage with bite-sized content. Think about how you'll grab people's attention in the first 10 seconds.

▶ Be inclusive of all audiences

If there's talking, include subtitles. Adding subtitles (or live captioning) makes it easier for non-native speakers and individuals with hearing loss to engage with your content.

▶ Showcase purpose

Consider ending with a call to action. What are your campaign, educational, or business objectives?

If you'd like even more information on how you can create a makeshift studio, check out [Hubspot's guide to creating high-quality videos for social media](#). Although the guide usually mentions iOS devices, the recommended techniques will work on any device. Plus, if you don't have iMovie, there are plenty of free, powerful products that can help you edit your sound and video (if necessary).



EXTERNAL COMMUNICATIONS

Your communications should always focus on your work—not on the DDF. However, there are times when it's appropriate to acknowledge the DDF's support. To that end, the DDF requests the opportunity to review a draft of any announcement of your grant, especially if it mentions the DDF, to ensure that the DDF is presented accurately and consistently. For any and all communications reviews or questions, email Jen Anderson at jmanderson@deltadentalmi.com.

▶ Going beyond traditional and social media

You can (and should) share grant-related news and announcements on any other communication platforms you manage, whether that's your website, a newsletter or even an annual report.

LOGO

The DDF logo is available in multiple file formats and colors (e.g., the original gray and green, white, or black) if you need it—whether it's for a flyer, promotional materials or signage. To obtain a copy, email Jen Anderson at jmanderson@deltadentalmi.com and let her know what color and file format you need.



Submit items for approval

Any materials—print or digital—that include the DDF logo **MUST** be reviewed by the DDF before they're used or published.

BOILERPLATE

Boilerplate is usually found at the end of a press release and briefly describes the organization (or organizations) sending it. In case you need to use it, the DDF's boilerplate is below.

▶ DDF Boilerplate

The Delta Dental Foundation is a nonprofit, charitable organization established in 1980, which serves as the philanthropic arm of Delta Dental of Michigan, Ohio, Indiana, and North Carolina. The DDF is dedicated to developing and enhancing partnerships and programs to improve oral and overall health and health equity. For more information, visit www.deltadental.foundation.

FAQS

▶ **When is the best time to share news about my project or program?**

It depends! Think about it like this: when do you have news that your audience will care about? For some organizations, that might be when you secure funding. For others, it might be when you have program result or client testimonials to share—or maybe even in the middle because you're documenting the whole process.

▶ **Can I take photos of people in my dental practice or at my event without running afoul of HIPAA?**

Yes! All you need is the patient's permission and a signed photo release. Your grant agreement with the DDF also gives us permission to use your photos and associated materials.

▶ **What kind of news and stories will our social media followers be interested in?**

Follow the data! Look at your analytics on each platform and see what kinds of posts are getting the most attention. You might find that your audience engages more with video versus a link to an external article. They may prefer staff or client photos versus stock imagery. Use that information to shape your future content. But as a best practice, always include a photo, infographic or video.

KEEP THE DDF INVOLVED

You can always reach out to [Jen Anderson](#), senior communications officer, with any questions or concerns about promoting your grant. Our goal is to establish a long-term partnership during—and after—your grant period. The more you can share your grant and project news with different audiences, the more the public will understand the role and importance of good oral health. Here are some additional ways the DDF can help you meet your outreach goals:

- ▶ When you reach a milestone or complete a significant phase of the project, contact the DDF to discuss ways you can promote it—whether that's through social media, traditional media, the DDF website, a newsletter and more.
- ▶ If your project receives media coverage, share the link with the DDF.
- ▶ Need help identifying media targets in your area? The DDF can help with that, too.
- ▶ When you post important updates on social media, make sure you tag the DDF's account so that we can help further your reach by retweeting or sharing.

ACTIVATE YOUR STAKEHOLDERS

You know your audience and community partners better than anyone—and they can help you spread the word about your grant, too. Consider reaching out to your stakeholders individually, whether that's through a personal email with a drop-in newsletter article about your work or by tagging them on your social media posts. If you need ideas on how to get started, consider sharing your news with:

- ▶ Local schools
- ▶ Elected officials
- ▶ Libraries
- ▶ After-school programs
- ▶ Professional-society newsletters
- ▶ Community-calendar listings



Connect with us!

Visit our website (deltadental.foundation) for more information or get social with us on Facebook, Twitter and LinkedIn.

