



Grantee Communications Toolkit

TABLE OF CONTENTS

Communication Requirements for Grantees	4
CEPF Logo	7
CEPF Communication Channels	9
Media Outreach Protocol	12

Cover page photo credit: © Fabian Haas

WELCOME!

Dear CEPF Grantee,

Since its inception in 2000, CEPF has awarded grants to more than 2,000 organizations and people across the planet. **We're excited to welcome you to our community!**

This toolkit is meant as a resource to help you communicate your CEPF project with a wider audience. If you have questions, please feel free to reach out to the CEPF Secretariat's Communications Team—we're here to help!

Sincerely,

Julie Shaw, Director of Communications

jshaw@cepf.net

Office: +1 703-341-2457

Erika Ali, Senior Communications Coordinator

eali@cepf.net

Office: +1 703-618-5923

Acknowledging CEPF

Per your grant agreement, all **publications, reports and press materials** arising from a CEPF grant should acknowledge the Critical Ecosystem Partnership Fund.

In addition, all websites that are created with CEPF support, publish a donor list or include materials arising from a CEPF grant should include a link to the CEPF website, cepf.net.

In text credits and references, use the full name, rather than the acronym.

“Critical Ecosystem Partnership Fund” translated:

- **Chinese:** 关键生态系统合作基金
- **French:** Fonds de partenariat pour les écosystèmes critiques
- **Portuguese:** Fundo de Parceria para Ecossistemas Críticos
- **Indonesian:** Dana Kemitraan Ekosistem Kritis
- **Russian:** Фонд Сотрудничества для Сохранения Экосистем, Находящихся в Критическом Состоянии
- **Spanish:** Fondo de Alianzas para los Ecosistemas Críticos

Examples

Wildlife Conservation Society [press release](#).
Komodo Survival Program [website](#).

CEPF is a partnership of seven donors, and it's important that we recognize them. Therefore, **please include the following description** on any publication that CEPF funding helped support. This includes documents (such as press releases, website articles and research reports), videos, posters, etc. For T-shirts, stickers and other products where space is very limited, this text can be omitted.

“CEPF is a joint initiative of l'Agence Française de Développement, Conservation International, the European Union, Fondation Hans Wilsdorf, the Global Environment Facility, the Government of Japan and the World Bank. A fundamental goal is to ensure civil society is engaged in biodiversity conservation.”

Text translated:

- **French:** Le Fonds de partenariat pour les écosystèmes critiques est une initiative conjointe de l'Agence Française de Développement, de Conservation International, de l'Union européenne, de la Fondation Hans Wilsdorf, du Fonds pour l'Environnement Mondial, du gouvernement du Japon et de la Banque Mondiale. Un objectif fondamental est de garantir que la société civile est engagée dans la conservation de la biodiversité.

COMMUNICATION REQUIREMENTS FOR GRANTEES

- **Portuguese:** O Fundo de Parceria para Ecossistemas Críticos é uma iniciativa conjunta da Agência Francesa de Desenvolvimento, da Conservação Internacional, União Europeia, da Fundação Hans Wilsdorf, da Gestão Ambiental Global, do Governo do Japão e do Banco Mundial. Uma meta fundamental é garantir que a sociedade civil esteja envolvida com a conservação da biodiversidade.
- **Spanish:** El Fondo de Alianzas para los Ecosistemas Críticos es una iniciativa conjunta de La Agencia Francesa de Desarrollo, la Conservación Internacional, la Unión Europea, la Fundación Hans Wilsdorf, el Fondo para el Medio Ambiente Mundial, el Gobierno de Japón y el Banco Mundial. La meta fundamental es asegurar que la sociedad civil se dedique a conservar la diversidad biológica.

If you need this description in a language not provided above, please contact CEPF Senior Communications Coordinator [Erika Ali](#).

Example

Armonía Bolivia [YouTube video](#).

CEPF LOGO

Use of the CEPF logo is encouraged on reports, maps, videos and other products that CEPF funding helped produce.

Logos of CEPF's individual global donor partners may **not** be used by grantees. (If, however, you are also receiving grants directly from one or more of our donor organizations, you should follow their logo use guidelines.)

Please send electronic versions of articles, reports, media interviews and other publications to [Erika Ali](#).

Links to Logo Files

In Color

[JPEG, medium](#) (83 KB)

[JPEG, large](#) (195 KB)

[PNG, medium](#) (29 KB)

[PNG, large](#) (52 KB)

[TIF](#) (6.1 MB)

[EPS](#) (690 KB)

In Black

[JPEG](#) (159 KB)

[PNG](#) (49 KB)

[TIF](#) (6.2 MB)

[EPS](#) (689 KB)

In White

[PNG](#) (49 KB)

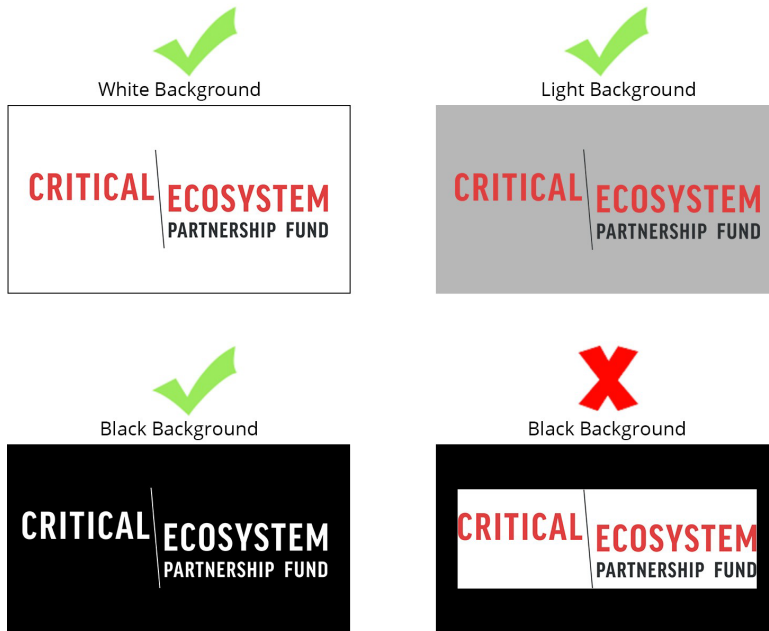
[EPS](#) (680 KB)

If you need a different file type, please contact [Erika Ali](#).

CEPF LOGO

Best Use Practices

Please use the transparent logo for light backgrounds and the white version of the logo for dark backgrounds.



It is also important to keep the logo's aspect ratio, meaning that it's not stretched either vertically or horizontally.



Website

Your project has its own unique page on the CEPF website, which you can find through the [project database](#). This page will include safeguard documents, final project reports and other reports and communications products.

We request that each grantee provide us with **at least one** high-resolution (minimum of 1 MB), horizontal photograph that illustrates their project. These photos, along with credit and caption information, can be sent to [Erika Ali](#). She will send you a copy of the photo licensing terms that will need to be agreed to before we can publish the image(s).

If your organization publishes an article about your CEPF-funded project or receives news coverage, please let us know. We will add the link to [CEPF in the News](#).

E-Newsletter

If you haven't already, we encourage you and your team to sign up for CEPF's free [monthly e-newsletter](#). This is the best way to learn about open calls for proposals, new lessons learned, project management tips, our annual photo contest and other news. You can find an example of a previous e-newsletter [here](#).

CEPF COMMUNICATION CHANNELS

Social Media

We encourage you to follow CEPF on [Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube](#). If your organization has social media accounts, please let [Erika Ali](#) know so that CEPF can “follow” you.

We encourage you to “tag” CEPF (and any other donors) in your social media posts so that we may “like” or share them. To do this, you would need to include our handle.

Suggested text:

- Facebook – This project was supported by [@CriticalEcosystemPartnershipFund](#).
- Instagram – This project was supported by [@cepf_official](#).

Grantee Instagram Example



Grantee Facebook Example



If you have questions about how to use handles or hashtags, contact Erika.

CEPF COMMUNICATION CHANNELS

Many [regional implementation teams](#) also use social media, too:

- Mediterranean Basin: [Facebook](#) and [Twitter](#)
- Tropical Andes: [Facebook](#) and [YouTube](#)
- Caribbean: [Facebook](#) and [Twitter](#)

MEDIA OUTREACH PROTOCOL

CEPF encourages outreach to news media as one possible means of promotion.

We request that any press release or other materials being distributed to any newspapers, TV stations, websites, etc. involving achievements of CEPF-funded projects include the standard CEPF description per the grantee contracts.

For projects that have triggered any of the **social or environmental safeguard policies**, we request review of any press releases concerning the project at least two weeks in advance.

CEPF also greatly appreciates notification of any controversy arising from or related to projects it has funded that may rise to the level of news media coverage. Two-week advance review of news media-targeted materials is also requested for CEPF-funded projects that are connected to controversy.

Your help in ensuring that CEPF's mission and activities are presented in the media in an accurate fashion is greatly appreciated.