



Grantee Toolkit

Congratulations on your grant award!

This toolkit is designed to help you spread the word about your recent JTVF grant, providing ready-to-use language, tips and resources for communicating about your work to the wider community.

Your mission is important, and by making it more visible, you not only elevate community impact across the region but also strengthen the overall credibility of the nonprofit sector. Furthermore, sharing your story empowers donors, advocates and champions to fully support and share your mission.

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How to Talk About JTVF



Who We Are

The John T. Vucurevich Foundation (JTVF) is a locally rooted community investor in the Rapid City area. We serve as a connector, bringing people and ideas together to transform shared interests into shared outcomes and help our most vulnerable neighbors reach their fullest potential.

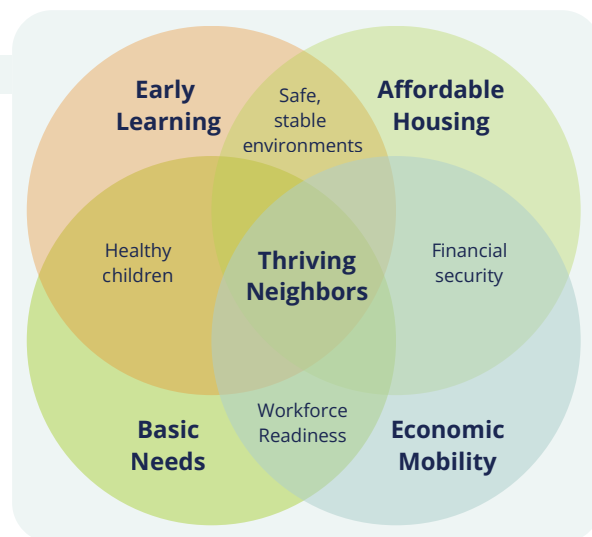
What We Fund

JTVF invests in four interconnected issue areas.

The work you do in one or more of these areas plays an essential role in building a region where everyone has what they need to thrive.

Key Messages

The key messages below can help you connect your work to our shared goal of creating lasting change across the Black Hills region. Consider incorporating one or more of these key messages into your communications.



- When our most vulnerable neighbors thrive, our entire region benefits.
- Access to high-quality care and education in early childhood is fundamental for all future learning and development.
- When our neighbors have safe and attainable housing, the stability needed to build and sustain other areas of their lives becomes possible.
- Food, water, clothing, safety, health care and the income to afford them are essential for our neighbors to maintain their well-being.
- When essentials are in place, pathways to economic, personal and professional success empower our neighbors to reach their full potential.

Tips and Templates



Keep the Momentum Going

We are proud to contribute to the lasting impact your organization is leading.

Here are some ways to encourage sustained community investment:

- **Make your impact visible:** Share simple, visual updates like short videos, infographics or human-centered stories from someone whose life has been changed because of your work.
- **Create ways for more people to contribute:** Use this grant as a way to inspire continued support of your mission by offering new entry points for potential donors, like volunteer opportunities, in-kind contributions or small donations.
- **Celebrate publicly:** Regularly showcase progress toward your mission by inviting participation in events, gatherings or even tours of your space to demonstrate that your work belongs to the whole community.

Why Sharing Your Story Matters

The nonprofit sector is doing important work, creating opportunities and serving our community in essential, often under-recognized ways. ***When you share your mission and story publicly and invite the community to contribute, you not only bring visibility to the nonprofit sector but also help build awareness of where the community can give back and support.*** This helps build a culture of giving across the Black Hills.

Here are a few ideas and suggestions for how you can communicate about your grant and amplify your organization's mission:

Distribute a Press Release

If you plan to send out a press release to announce your grant, please follow these guidelines to ensure JTVF is accurately represented:

- **Include JTVF's full name in the first mention:** the John T. Vucurevich Foundation. You may use "JTVF" on subsequent references.
- **Describe the grant using appropriate context.** Mention the amount, the purpose and the specific program or initiative it supports.
- **Include a quote from JTVF leadership.** Reach out to Crystal Ortbahn, JTVF's Communications Director, at cortbahn@jtvf.org to request an approved quote.
- **Add JTVF's boilerplate into your release.** You can copy and paste the language below:

 *The John T. Vucurevich Foundation catalyzes philanthropy in western South Dakota by aligning organizations, funders, community leaders and people around the region's most pressing challenges. We turn shared priorities into coordinated action through strategic grantmaking, research-based education and community engagement. By connecting the dots between housing, education, health and economic opportunity, we work to create lasting change and improve lives across the Black Hills region. **Learn more at www.jtvf.org.***

Tips and Templates



Send an email to your network

Customize the following template and include your grant announcement in an upcoming newsletter or stand-alone email to your list of donors and supporters:

We're thrilled to share that [Organization] has received a [\$] grant from the John T. Vucurevich Foundation (JTVF) in support of [brief description of program/work].

JTVF is a Rapid City-based community investor dedicated to helping low-income residents and families reach their fullest potential. Their support allows us to [specific impact statement—e.g., "serve more families experiencing housing instability" or "expand our early learning program"].

This grant is a meaningful investment in the people, families and futures that make the Black Hills region home. It reflects our belief that when nonprofits, funders and community members align around shared challenges, real change follows. Your support can help us turn this single grant into lasting, community-wide progress. [add call to action e.g., "Make a gift today" or "Share this news with your network."]

Post about your grant on social media

Customize the following sample social media posts to share with your followers. Don't forget to tag us!



Announcement Post

We're grateful to receive a grant from the John T. Vucurevich Foundation in support of [program/mission]. JTVF invests in organizations across the Black Hills region working to uplift our most vulnerable neighbors. We're proud to be part of that work.

Impact Follow-Up Post

Thanks to the support from the John T. Vucurevich Foundation, [specific outcome, e.g., "50 families received housing assistance this quarter"]. When our community invests in its neighbors, everyone benefits.

⚠️ A Note on JTVF Funding and Donor Engagement

Grants from foundations like JTVF, while exciting, can sometimes signal to other donors that your organization is comfortably "funded", which may unintentionally deter individual giving. We encourage you to be transparent with donors about how JTVF's support works: **it is an investment in your essential work and community impact, not a replacement for broad donor support.** Use your JTVF grant announcement as an opportunity to energize your donor community, invite deeper engagement and emphasize that their contributions remain vital to your mission.

Logos, Graphics and Other Resources



Logos, template graphics and brand guidelines are included below. We encourage you to use these resources to ensure your communications feel cohesive and reflect our shared work in the community.

[JTVF Logo - Download Here](#)

You are welcome to use our logo where suitable. A few examples can be: a press release, a list of funders on your website and social media communications about your grant.



[Brand Guidelines - Download Here](#)

Use this guide to help ensure our brand's visual identity remains consistent across different communications platforms.

[Ready to Use Template Graphics - Download Here](#)

These graphics are an easy way to customize and communicate your grant to your social media audience. Make a copy of the graphic you want to use and edit the key areas to align with your organization.

Links to Social Channels



[Facebook @jtvfoundation](#)



[LinkedIn @John T. Vucurevich Foundation](#)

Thank you for being part of our work to build a stronger Black Hills region. We are so excited for your success and proud to invest in you.

www.jtvf.org