



DANVILLE REGIONAL FOUNDATION NOW OFFERS

COMMUNICATION SERVICES FOR GRANTEES, NONPROFITS and PARTNERS

“Together, We Are Building a Brighter Future”

OVERVIEW & PURPOSE

The Danville Regional Foundation (DRF) focuses on transforming the regional economy and creating a prosperous culture to benefit all Dan River citizens. It does this by making long-term investments in four focus areas: education, economic vitality, health and wellness, and community engagement for the citizens of the City of Danville, Virginia; Pittsylvania County, Virginia; and Caswell County, North Carolina. The Foundation’s work is guided by four values: equity, excellence, engagement and openness.

As part of its mission, DRF wants to strengthen community success by creating partnerships, because it believes collaboration is integral to the long-term impact of its mission and the work of its grantees.

DRF is committed to playing a key role in promoting the Dan River Region and sharing success stories of our nonprofit partners’ impact on its constituency and community. Therefore, DRF is prepared to help grantees and nonprofits in its target communities tell their stories and get maximum exposure to ensure their success, as well as build awareness of their work inside and outside of the region. DRF will help grantees, area nonprofit organizations, government entities, and partners by offering free strategic communications assistance.

“Nonprofits that are able to align their communications efforts to their overarching strategy are much more likely to reach their social change goals, and much better positioned to support Foundations’ theory of change in the process.”

- Spitfire Strategies (Founded in 2002 with a mission to provide communications solutions that deliver impact and influence for organizations advancing social change in the public interest.)

AVAILABLE COMMUNICATION SERVICES

The DRF Director of Marketing and Public Relations is available to assist organizations meeting selection criteria on a limited basis. Time spent on these efforts will vary based on availability, need and priorities.

Strategic services include:

- An initial two-hour communication consultation to learn about the organization, identify opportunities and discuss both internal and external communication opportunities and challenges. The information provided will remain confidential. A report which includes three to five key marketing strategies will be provided to consider for future implementation.
- Suggestions to help track results using quantitative and qualitative assessment tools to measure and report the marketing outcomes.
- Training on the contributions marketing activities can make to organizational mission and operational success.
- Participation on marketing committees or advisory boards.

CRITERIA TO GET COMMUNICATION RESOURCES

Realizing that demand for this assistance may exceed DRF's available capacity, DRF has established criteria to best prioritize which organizations to help. Although requests will be accepted and reviewed on a first-come, first-served basis, organizations desiring free strategic communications assistance must meet the following criteria:

- Be a nonprofit, government entity or a recognized DRF partner. Organizations do not have to be DRF grant recipients.
- Relevance to DRF's mission and one or more focus areas of health and wellness, education, workforce development, economic development and community capacity and civic engagement.
- Priority will be given to DRF recipients of larger grants. The grantee's internal resources and capacity will also be considered.
- The availability of DRF resources at the time of the request.

REQUESTS FOR SERVICES/FOR MORE INFORMATION

A brief letter explaining the organization's needs, desired assistance, and optimal timeframe for assistance should be submitted to:

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