



GRANTEE & SCHOLARSHIP SPREAD THE NEWS TOOLKIT

Since 1998, **QueensCare's Charitable Division** has been supporting the efforts of organizations, agencies, programs, and individuals with grants and scholarships to provide, increase or improve healthcare services in Los Angeles and beyond.

We are thrilled to partner with you and offer this toolkit with suggested key methods you, your school, or your organization can deploy to publicize your scholarship, grant, new program, and mission.

We look forward to sharing our partnership with our networks. We are here to help you and your team spread the news and gain awareness about your work in the community and simultaneously extend our impact beyond our immediate reach.

Contact us if you need our logo (EPS, PDF, JPG, PN) or other visuals for your announcements.

Thank you for partnering with QueensCare.

CONTACT

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QueensCare's Social Handles

 @QueensCare

 @QueensCareLA

 @QueensCareLA

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Develop and Distribute a Press Release:

Draft a press release in partnership with QueensCare to post to your website, distribute to local media, pitch to reporters, feature in your e-newsletter, etc.



Announce on Social Media:

Develop social media content to share on your platforms. Make sure to include visuals (photos) and a link to the press release on your website. Tag QueensCare and add relevant hashtags.



Blog About it:

Develop a blog post to feature on your organization's website or with a partnered organization, or distribute it internally to your staff.



Place Opinion Editorial:

Draft a co-authored op-ed piece with QueensCare and pitch to relevant reporters in local or regional publications.



Feature in Newsletter and/or Flyer:

Develop content to feature in your organization's regular newsletter and/or flyer.



Send E-Mail Blast:

E-mail your organization's stakeholders highlighting the grant and program outcomes to continue your story's reach and demonstrate progress.



Send Letter of Support:

Draft a letter of support to share with local stakeholders, including elected officials, providers, other partnered organizations, and community leaders.



Stay Connected and Share:

Follow QueensCare on LinkedIn, Facebook, Twitter, and Instagram and share our content.



Be an Ambassador:

Please share your story and experience with QueensCare in your local community, connect us with others who may be interested in applying for grants or scholarships.

Sample Post:

@ThePeopleConcern

On this #thankfulthursday, we'd like to highlight QueensCare whose support allows us to provide essential services and wellness activities at our downtown interim housing site, The Village. In times like these, it's very important for our community to step up and help our most vulnerable neighbors. We are extremely grateful for our partners in philanthropy who help us get one step closer to a Los Angeles in which everyone is #housedhealthysafe.