Staunton Farm Foundation is dedicated to improving the lives of those who live with mental illness and/or substance use disorders. As a grantee, you are a vital partner in raising public awareness about important behavioral health policies. Use this toolkit as a guide to share information about behavioral mental health and Staunton Farm Foundation.

If you have any questions, we can always be reached at office@stauntonfarm.org.
Social Media Guide

Announce the grant on your social media channels

- Publish posts explaining the grant and how the funds will be expended.
  - Update your audience on how the work is going as time progresses.
  - Share an image or media article about the grant to gain more traction
- Remember to tag Staunton Farm Foundation
  - Facebook: facebook.com/stauntonfarm
- Use the hashtag: #WorkingForMentalWellness

Review these sample posts for inspiration:
Press Release

The media can help spread the word about your funding! If your organization chooses to write and issue a press release regarding the grant, utilize the following tips and best practices when crafting your pitch.

Include the name of the grant, your organization name, and Staunton Farm Foundation in the subject line

- Ex: [organization name] receives [grant name] from Staunton Farm Foundation

Questions to consider:

- Why did your organization apply for the grant?
- What will the grant be used for?
- What is your organization doing to spread awareness about important behavioral health issues?
- Why did you apply to Staunton Farm Foundation specifically?

Be creative!

- Include personal stories, data, and information that makes your story unique

Recommended media outlets include, but are not limited to:

- Pittsburgh Post-Gazette
- Pittsburgh Tribune Review
- PublicSource
- NEXTpittsburgh
- Pittsburgh City Paper
- Butler Eagle
- Cranberry Eagle
- KDKA, WTAE, WPXI, WQED
- Media local to your area

Tips for identifying a media contact:

- If a reporter has covered your work previously, consider reaching out to them first
- If you’ve never worked with the publication, consider contacting their News Desk or Informational e-mail addresses. These can be found on a publication’s ‘Contact’ page

Please include the following boiler plate about Staunton Farm Foundation at the bottom of the press release:

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About the Staunton Farm Foundation

The Staunton Farm Foundation is dedicated to improving the lives of people who live with mental illness and substance use disorders. The Foundation works to enhance behavioral health treatment, support, and recovery through grant making to nonprofit organizations in 10 southwestern Pennsylvania counties (Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, and Westmoreland).

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