



# TOP OF THE SOUTH COMMUNITY FOUNDATION

## 2026 GRANT RECIPIENT

### COMMUNICATIONS TOOLKIT

**Tēnei mātou e pōwhiri atu ana ki a koe,**

Congratulations on receiving your grant. The Top of the South Community Foundation is proud to support your organisation and the important work you do in our community, and we want to help you share the good news. This toolkit is designed to help you share the impact of your TSCF funding and highlight your project's story across your network. Use what's helpful, adapt what you need, and skip what doesn't apply.

***Nā tō rourou, nā taku rourou ka ora ai te iwi***

*With your food basket and my food basket the people will thrive*

Ngā mihi nui,

**Chelsea Routhan, CEO, Top of the South Community Foundation**

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## How to Communicate Your Grant Across Different Channels

### Acknowledging Your TSCF Support

Every grant tells a story and sharing yours makes a real difference. It celebrates what your organisation has achieved, recognises the generosity of the donors who made it possible, and inspires others across Te Tauihu to give.

We'd love for you to acknowledge TSCF's support in your public communications — on your website (a Supporters, Funders, or Partners page is ideal), in your newsletters, and on social media. It's a small thing that means a lot to our donors and to the wider community.

We may also share your story across our own channels — our website, social media, and annual impact reporting. We'd love nothing more than to help celebrate the difference your work is making.



**Tip:** Add the TSCF logo to your website’s Supporters, Funders, or Partners page. Our logo and brand guidelines are available to download from our resources page. <https://www.topsouthfoundation.org.nz/faqs/resources/>

## Key Messages

We prefer being referred to as the “Top of the South Community Foundation” or “TSCF” in your communications — it helps build recognition across the region.

These core messages capture who we are and what we stand for. Feel free to use them in your own words across any channel:

- Top of the South Community Foundation (TSCF) encourages generosity across Te Tauihu by connecting people who care with local causes, supporting initiatives that strengthen communities and conservation now and for generations to come.
- TSCF’s mission is to inspire and enable generosity to benefit our local community and region forever, building strong and resilient communities.
- This funding is made possible through the generosity of local donors.
- Every grant strengthens people and places across the Top of the South and demonstrates the lasting impact of philanthropy in our region.

## Cross-Promoting With TSCF

Share TSCF content on your channels and tag us so we can share yours. No pre-approval needed — just post, tag @TopOfTheSouthCommunityFoundation, and use #TopOfTheSouthGives #TSCF to boost visibility.

## 1. Social Media Starter Kit

### Launch Post Examples – Facebook and LinkedIn

*Exciting news! 🎉 [Organisation Name] has received a grant from the Top of the South Community Foundation to deliver [project name and what it will achieve], supporting [the need or problem it addresses in your community], made possible through the generosity of local donors. 🌱 Learn more: [link] #TopOfTheSouthGives #TSCF #LocalImpact*



## Instagram Version

Instagram performs better with shorter sentences, and line breaks rather than one long block of text. Try this format:

Exciting news! 🎉

[Organisation Name] has received a grant from the Top of the South Community Foundation.

This funding will support [project name and what it will achieve], meeting [the need or problem it addresses in your community] — made possible through the generosity of local donors. 🌱

Learn more: [link]

#TopOfTheSouthGives #TSCF #LocalImpact

## Ongoing Post Ideas

- Follow us and Tag @TopOfTheSouthCommunityFoundation to allow TSCF to share your posts

## Tips for Instagram and LinkedIn

- Instagram posts should ideally be made via mobile or Meta Business Suite
- LinkedIn is ideal for professional updates, impact stories, and community highlights
- Use visuals, hashtags (#TopOfTheSouthGives #LocalImpact #GiveForGood #TSCF), and emojis to increase engagement

**Tip:** Include at least one photo — stories with images consistently get more reads and shares. A photo of your team or project in action works best.

## 2. Email Newsletter

### Pre-header (inbox preview text):

We have some exciting news to share

### Subject Line:

[Organisation/Project Name] receives a Top of the South Community Foundation grant

### Header:

Celebrating [Project Name]

### Body:



*We are excited to share that [Organisation Name] has received a grant from the Top of the South Community Foundation (TSCF) to deliver [project name and what it will achieve], supporting [the need or problem it addresses in your community] across Te Tauihu, made possible through the generosity of local donors.*

*This funding will enable [what this funding will make possible for your community], helping our community thrive.*

**How to Support/Follow Progress:** [\[link\]](#)

**CTA:** [Learn More](#)

**Tip:** Include at least one photo — emails with images consistently get more reads and shares. A photo of your team or project in action works best.

### 3. Printed Newsletter / Web blog Story

Your printed newsletter and web blog is an opportunity to share your success with your community, highlight the grant's impact, and show how support continues to inspire positive change.

#### Headline:

*[Organisation Name] receives a grant from Top of the South Community Foundation*

#### Subheadline:

*Supported by TSCF to strengthen our community across TeTauihu*

#### Body:

*We are excited to share that [Organisation Name] has received a grant from the Top of the South Community Foundation (TSCF).*

*Made possible through the generosity of local donors, this funding will support [project name and what it will achieve], meeting [the need or problem it addresses in your community] across Tē Tauihu. This will enable [what this funding will make possible for your community], helping our community thrive now and for the long term.*

**CTA Button:** [Learn More](#) → link this to your own project or news page, so readers stay on your website

**Suggested Image:** *Project in action, volunteers, or community engagement*

**Tip:** Include at least one photo — stories with images consistently get more reads and shares. A photo of your team or project in action works best.



## Accountability Report

Within 12 months of receiving your grant, we'll ask you to share how the funds were used, what you achieved, and the difference it made in your community.

The Accountability Report form is available to download from our resources page at [www.topsouthfoundation.org.nz/faqs/resources](http://www.topsouthfoundation.org.nz/faqs/resources).

You can submit your report online through the TSCF grant portal, or simply email it to [comms@topsouthfoundation.org.nz](mailto:comms@topsouthfoundation.org.nz). If you're unsure about anything, just get in touch with Chelsea — we're always happy to help.

## TSCF Links and Brand Guidelines

To support you in sharing your story and communicating the impact of this funding, our logo and brand guidelines are available to download from our resources page. <https://www.topsouthfoundation.org.nz/faqs/resources/>

**Visit:** [www.topsouthfoundation.org.nz/faqs/resources](http://www.topsouthfoundation.org.nz/faqs/resources)

**Website:** [www.topsouthfoundation.org.nz](http://www.topsouthfoundation.org.nz)

**Facebook:** <https://www.facebook.com/TopSouthFoundation>

**LinkedIn:** <https://www.linkedin.com/company/top-of-the-south-community-foundation>

## Support & Contact

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