



RECOGNIZING THE WALMART FOUNDATION FOR ITS GOOD WORKS

Best Practices

While the Walmart Foundation is increasing efforts to help address changing community needs, it continues to support U.S. initiatives focused on education, workforce development, economic opportunity, environmental sustainability, and health and wellness—all in an effort to create opportunities that improve lives. As we support non-profit organizations across the globe, awareness of our good works in the community continues to increase and we are looking to the grantees that turn to the Walmart Foundation for funding to help us spread the word. Following are best practices that we have noted from organizations that have recognized the Walmart Foundation's good works.

General Communication Strategy Suggestions:

In advance and working with your Walmart Foundation grant manager, grantees should develop communication/media relations strategies:

- **Develop communication plan, including:**

- Goals
- Key audiences
- Key messages
- Media strategy
- Online tactics, such as Facebook, Twitter, blogging, etc.
- Web communications
- Employee communications
- PR tactics that will sustain the news following an initial announcement (celebrating key milestones, impact, etc.)

- **Consider creating a platform for the announcement to increase news value:**

- Speaking engagements, conferences, etc.
- Press conference in the key market
- Organization meeting/event
- New study/research to increase newsworthiness
- Media roundtables/briefings
- Conference call for media

Tactics and Descriptions

Media Outreach

Organizations can take messages about their programs to millions of people via the news media by developing a media outreach plan to announce a grant from the Walmart Foundation.

Examples of tactics included in successful media outreach planning/execution:

- **Press Materials:** Press releases, media alerts and fact sheets developed by the grantee and approved by the Walmart Foundation should position grants from the Foundation as timely support for programs that address an important national or local need/issue.



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Media Outreach Continued

- **National Media Outreach:** Pitch the Walmart Foundation grant and its relevance to national news outlets, such as the Associated Press, USA Today and national philanthropy trades.
- **Local Media Outreach:** Pitch the grant and its relevance to local print, broadcast and radio outlets including local TV morning shows, talk radio and multicultural outlets. This is particularly successful if your grant is national but will impact local communities. Local outreach should take messaging from the national release and be tailored for the local market.

Approval Process

The Walmart Foundation needs to approve press materials, including documents going to the media and materials being posted online like blogs. Send materials for approval to Kelly Cheeseman, Walmart Foundation media manager, Kelly.Cheeseman@Wal-Mart.com. Approval times can take up to two weeks. Please be sure to get your materials to Kelly for approval as early as possible.

Online Engagement

As consumers go to the Internet more and more for information, online engagement is an important tactic in assuring that broad audiences are aware of grants from the Walmart Foundation.

- **Social Media Outreach - Twitter:** The Walmart Foundation has a Twitter presence via the handle @walmartgiving. Consider following us and sending a tweet to our account, and we'd be happy to engage to let our followers know about our partnership. Tweets could include a thank you to the Walmart Foundation, a brief description of the program funded or a link to a related news story.
- **Social Media Outreach - Facebook:** Walmart has a presence on Facebook and our "fans" appreciate hearing about our Foundation work. If your organization is on Facebook, you can engage us by including us in your status update or writing on our wall, for example. Our page is at www.facebook.com/walmart. Please consider becoming a "fan" of us there as well.
- **Blogger Outreach:** Share press announcements with philanthropy and non-profit bloggers with the request that they include mention on their blogs. Also consider outreach to bloggers who cover topics in your industry (education, environment, workforce development, hunger relief, etc.).
- **Grantee Web Sites:** Adding information about grants from the Walmart Foundation to your internal and external Web sites generates awareness of the partnership and impact that the grant will have in the community. Videos are especially great at telling the story about how your organization is working in your community. Link to walmartfoundation.org on your site as a resource for information about Walmart's giving.



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Speaking Engagements

Speeches that mention grants from the Walmart Foundation and the impact that the funds will make in the community ensures that appropriate audiences are aware of timely support from the Walmart Foundation for programs that address an important need/issue.

- **Inviting Walmart:** When appropriate, grantees should invite Walmart to join them at these speaking engagements
- **Reporting Back:** Grantees should be sure that their contact at the Walmart Foundation is aware of speaking engagements during which the organization will mention grants from the Walmart Foundation.

Thought Leader Outreach

Written communication about grants to elected officials, academics and other community leaders who are important to the non-profit assures that thought leaders are aware of your organization and programs. These communications also reiterate timely support from the Walmart Foundation for programs that address an important need/issue.

Written Feedback

Letters from a non-profit's executive leadership, local chapters and those benefitting from the Walmart Foundation grant should communicate the impact that the funds are having in the organization and community. Providing this feedback to the Walmart Foundation leadership makes a difference.

Awards

When appropriate, grantees should consider the Walmart Foundation for awards that recognize corporate funders for their commitment to addressing important national or local needs/issues.

Annual Reports

When appropriate, grantees should include mention of the grant from the Walmart Foundation in annual reports. Grantees should be sure that their contact at the Walmart Foundation receives a copy of the annual report.

Internal Communications

Grantees should consider ensuring that their employees are aware of the grant from the Walmart Foundation by sharing press materials with their staff and including mention of the grant in internal newsletters and other communications vehicles.



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Naming

Incorporating “Walmart” into the name of programs being supported by the Walmart Foundation helps ensure that those being served and others recognize Walmart whenever the program is referred to by name (this should be considered for national program and regrants). Speak to your grant manager about past examples and suggestions.

General Signage/Logo Placement

Grantees should consider acknowledging support from the Walmart Foundation on their Web site and in any publications related to the grant/program. The Walmart Foundation and its logo should be considered for the following:

- Event signage
- Annual reports and/or newsletters
- Presentation checks
- Non-profit’s Web site
- Posters, publications, invitations, pamphlets, etc.
- Apparel or uniforms (shirts, jackets, hats, etc.)
- Vehicles, tents, banners, and other large/visible objects if purchased with dollars from the Walmart Foundation grant
- “SWAG” products or grab bags, takeaways (e.g. pens, water bottles)

Advertising

Grantees should consider including the Walmart Foundation and its logo in advertisements that thank donors for helping in their efforts.

Results and Reporting

Once your media plan has been implemented, send media coverage reports and summaries of your efforts to your grant manager and Kelly.Cheeseman@Wal-Mart.com.