



Public Relations Toolkit

Information and Resources to Help You Tell Your Story

Introduction

Let's start with **CONGRATULATIONS!**

If you're holding this guide, it's because your grant proposal to the Blue Cross Foundation was funded. And that's worth celebrating. Most of our Foundation staff has experience working in grant-funded nonprofit organizations, so we recognize and respect your hard work!

How to use this guide:

We often get requests from our partners asking for guidance on putting together a public relations plan for grant activities, and that's what this guide is for. Inside, you'll find suggestions and templates to get the recognition that your powerful, important work deserves.

An active public relations strategy can help to increase awareness of your organization and attract new supporters, donors and volunteers. It also helps get the word out to the communities who will benefit from your programs. Receiving a grant award is an excellent chance to communicate good news that will raise your profile – so if you've been waiting for the right time to put together a strategy, let's start now!

Let us know if you need help.

Our Foundation staff is available to you to troubleshoot any issues that come up during the life of your grant contract. You can reach us by phone or email:

If you have questions about public relations or recognition:



Ben Mahoney
Communications /
Community Relations Manager
Ph: (225) 298-7377
ben.mahoney@bcbsla.com



If you have questions about your grant award, contact:

Chloé Wiley
Foundation Initiatives Manager
Ph: (225) 298-7826
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Tanja Foil
Foundation Initiatives Coordinator
Ph: (225) 298-1851
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Acknowledging your grant award

Acknowledgment is important to funders and investors – it gives them the opportunity to be recognized for their contribution to the good work you are doing.

Our grant investment in your organization is part of our overall mission to improve the wellness and well-being of Louisianians. It's part of a strategy to impact public health, education and quality of life. We carefully choose grantees who help us make good on our commitment to Louisiana.

In other words, **you are part of our story, too!**

We communicate extensively about our grantees to help tell their stories and connect them to new opportunities.

Many growing organizations who receive funding from us go on to achieve significant prominence for their extraordinary work.

Acknowledging each other and sharing news is one of the most visible and foundational parts of a healthy funder/grantee relationship.

Here's how we ask that you acknowledge the Blue Cross and Blue Shield of Louisiana Foundation while you are receiving grant funds from us:

- **Work with us to coordinate an announcement.**

We ask that you hold off on announcing the grant award publicly until we've had a chance to coordinate. Usually, this means putting out a joint press release and, in some cases, may mean a public event. This is called a blackout period.

- **Link your website to www.BCBSLAfoundation.org**

We will post news on our website on your grant, and we ask that you do the same, including a link to our website at www.BCBSLAfoundation.org.

There is a menu option there for grantees that includes jpg-images of our logo to use for these purposes.

- **Acknowledge your grant award in print, film and audio-visual products.**

We ask that you acknowledge the Blue Cross and Blue Shield of Louisiana Foundation in any materials and media you produce related to the grant project and, more generally, anywhere else that you acknowledge funders and donors. This use should be in a style or format that reflects the share of funding we contributed. In other words, if we are one of your major investors, we want folks to know that, and ask that you recognize us with more conspicuous and frequent acknowledgment. However, if we are one of many investors, acknowledging us consistent with other donors of the same level of funding is fine.

- **Tell us ahead of time about plans for media or other events where you will publicly recognize your Blue Cross grant.**

Advise us about any plans to hold a media event, hold a photo opportunity or distribute a news release to recognize your grant.

- **Use our logo.**

See [RESOURCE 1: Using the Blue Cross and Blue Shield of Louisiana logo](#).

Please follow this guide when using the Foundation's logo, the Blue Cross and Blue Shield of Louisiana logo or any other. But for simplicity, we would like to call out two very important items:

- First (and this is very important), **please use only the Blue Cross and Blue Shield of Louisiana Foundation logo (and not the corporate logo) for programs that receive grant awards.** It may seem small, but it matters a lot: as a corporate-linked foundation, regulators insist that we make it very clear when a nonprofit receives corporate funding vs. foundation funding.
- Second, do not search for a logo on Google and use it without our consent. The proper version of our logo is available at BCBSLAfoundation.org/grantees for you to use.

Creating a public relations plan

No matter the age or size of your organization, you can benefit from using established public relations and communications techniques that can help get the message out about your program.

If you have experience in public relations, this section includes information about how we can assist you in meeting your grant recognition requirements.

If you have little or no experience in public relations, you will find this toolkit is a useful primer and reference that provides practical, step-by-step directions.

How the Blue Cross and Blue Shield of Louisiana Foundation can help:

We can provide you with help to make your public relations plan more effective. We have a broad set of resources that can be helpful in reaching out.

Media relations support

- Strategic advice about how to create a strategy that encourages media coverage of your grant;
- Contact lists for media in your community/area;
- Editorial support in developing media advisories, news releases and other materials;
- Editorial review of media or promotional materials to ensure correct use of logos, Foundation acknowledgment tagline, etc.;
- Preparation of background information about your grant for media.

Special events development

- Development of event agendas, promotional materials (e.g. media advisories, news releases, fact sheets, etc.) and photo opportunities;
- Use of logos, correct acknowledgement tagline for print and broadcast materials and props such as banners, balloons, etc.;
- Liaison with local leaders who may want to speak or be present at your event;
- Protocol advice (e.g. who speaks when, proper use of titles, etc.);
- Preparation of grant background information for your executives, members, clients, dignitaries and other participants in your event.

Social media support

- Strategic advice about designing an online campaign, including messaging, graphics and social advertising;
- Cross-platform promotion, sharing your messages on our social media channels (such as Facebook, Twitter, etc.) and letting us share yours, too;
- Contact lists for online outlets who may also be interested in grant announcements and other news about your program.

Start with a plan

As with anything else, failing to plan is planning to fail.

All great communications campaigns start with a thorough plan. A plan will help you figure out exactly what you want to say and to whom – which will also help you decide where to expend your energy efficiently to have the biggest impact.

First, set a goal.

When someone hears your message, what do you want them to do with the information? Some examples include:

- Sign up for a program or event;
- Donate or become a volunteer;
- Be more aware of a program within the community;
- Sign up as a client or beneficiary of a program you're conducting

Planning and refining your message will help make sure planning to fail doesn't happen to you. You can use [RESOURCE 2: Planning Worksheet](#)

Your goal will help shape your message.

Second, choose an audience.

Who specifically needs to hear from you?
Ask yourself:

- Who needs to hear about our organization?
- Who benefits from our activity, efforts, work in the community?
- Who can influence public opinion in a favorable way?
- Who can help us reach our goals?

Make a list of these stakeholders or audiences and rank them by order of importance to your organization's success.

Then consider the best ways to reach these audiences: print media, television, radio, newsletters, meetings, special events, advertising, reports, trade shows, etc. Focusing on who will receive your message and what you want them to do will help refine your message.

Third, think of a powerful, single message.

Memorable messages are simple, clear and powerful. They say something significant and actionable in as few words as possible.

Remember your audience. Often, when it's time to talk to the media, communicators complicate their message into something they think the media will respond to. But if you think of it as talking through the media to your audience, and keep your message focused, it stays simple and powerful.

It is also helpful to talk about your messages in ways that describe the impact or result of your efforts. The end result – happy children, healthy families, accessible buildings, safe recreation facilities – is always more interesting than the processes used to achieve them.

Another way to think about messages is to write them as headlines you would like to see in the local paper. Identify the three or four most important messages you want to share with the audiences you have identified.

Messages could look like the examples below:

- Expanding health coverage or access to care:
[Everyone is welcome at our no-cost clinic](#)
- Programs for children and young people:
[Learning through play](#)
- Improving accessibility for those with disabilities:
[Our space is more comfortable and welcoming now](#)

Finally, chose your channels.

Consider your intended audience. Where are they most likely to hear your message – in the newspaper, on the local news, through social media? Considering demographics is important. For example, while some people over 65 use Facebook, fewer use Instagram, and even fewer use Snapchat. However, a majority of them do watch their local evening news.

Using this logic, and some background research, you can create a media plan that makes sure your message is in the right place at the right time.

Creating a good story

Not all good news is “News”

What makes something newsworthy?

This is important to consider when choosing how and when to share your messages. Make your organization and its story more appealing by using these characteristics to your advantage. Sometimes you will have to create a story by staging a special event to highlight your work, or by bringing together a noteworthy group of people to tell it on your behalf.

Some characteristics of news:

- Involves or affects people and organizations;
- Tells an audience something they don't already know or something new about a familiar person, place or thing;
- Has emotional impact;
- Uses big numbers: e.g. affects many people, or covers a large geographic area, or has a strong economic impact;
- Involves high-profile individuals (e.g. celebrities, political leaders, experts, local heroes);
- Is unusual or unique (e.g. biggest or smallest, first or last, only);
- Is timely, fits with seasonal interests, or coincides with a special day or month. You can make your organization and its story appealing to the media by highlighting information that includes any of these characteristics.



Make your organization and its story more appealing by using these characteristics to your advantage. Sometimes you will have to “create” a story by staging a special event to highlight your work, or by bringing together a noteworthy group of people to tell it on your behalf.

Get personal

Telling your story through the lens of those who benefit from your work is one of the most powerful ways to attract media. Offering reporters the opportunity to hear personal accounts by people who have benefited from your organization is an excellent way to get a reporter's attention.

For example:

- Involve clients, participants, volunteers or others who are willing to be interviewed about their experience, as part of a media-focused special event;
- Prepare case studies that illustrate how your organization has helped others to achieve their personal ambitions or overcome a problem or issue;
- Recreate or simulate your group's work with clients for the camera. For example, invite media to observe your staff, volunteers or participants in action delivering a program, serving clients or doing some other activity.

Know your media audience

Prepare a customized list of reporters or editors who are interested in your organization or area of focus. Don't forget to include reporters from regional, national or special-interest media who are interested in either your geographic area, your subject or both.

[Make personal contact with journalists, editors and producers.](#)

Don't just fax your news release or media advisory into newsrooms. Identify the individual who reports on your area of interest. Call the media outlet to determine who that individual is, so you can address media advisories and news releases directly to them.

[Don't take it personally.](#)

Sometimes a contact won't have the time to return your call, attend your event or cover your story. Remember that even in small communities, there is lots of competition for a reporter's time and for space in the news line-up.

[Follow-up.](#)

If your story is not covered, talk to reporters afterwards to see if they:

- Will consider publishing an article provided by your organization;
- Would be interested in doing a story at a later date;
- Would be interested in receiving a photo and description of your event.

Know your tools

There are many tools for communicating with reporters, editors and television or radio producers. Some of the most common ones are described here, and templates of each are included at the end of this toolkit.

Media Advisory

A media advisory is meant to interest reporters in learning more about your story and to get them to attend an event where news will be announced.

A media advisory tells reporters

WHY they should attend the event,

WHO the key speakers are, and

WHAT they will learn. It also provides information on

WHEN and **WHERE** the event will be held.

Tips:

- Use the media advisory template included in this toolkit.
- A media advisory is never more than one page.
- Make sure to describe any photo or interview opportunities.
- Make sure you include a mobile number for a primary contact who will be on-site at the event.
- Don't give away your story before the event. For example, you may want to indicate a "major funding announcement" ahead of time, but giving away the story completely makes it less likely that media will participate.

News Release

One of the best ways to tell your story is to write it down. The news release is the most common method of communicating in print with the media. Make sure the release is written clearly and has been proofread. Send it by fax or email directly to your media contacts.

Because media outlets can receive hundreds of news releases a day — by mail, fax and email — it's important to take the time to create a focused but brief communication that interests the media and encourages them to follow up on your story. Once you get their attention they will be happy to receive all the detail you can provide, but you need to get and keep their interest.

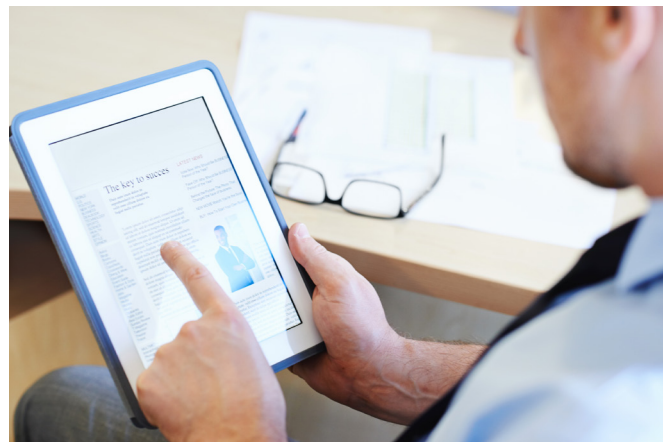
If you are planning a news conference or other media-focused event, do not send a news release beforehand. Instead, send a media advisory that describes the news reporters will get at the event. Hand out your news release and any other background materials to journalists at the event and send your media kit to any contacts that could not attend.

Tips:

- Use the news release template included in this toolkit.
- Try to keep your news release to just one page.
- Focus on readability. Use plain terms, not jargon. Make sure you use a readable font.

News Article

Community newspapers often do not have the staff to cover everything they would like to. Sometimes they are happy to cover your event and your work by using the materials you provide. Offer to write an article about your project or your organization. This gives you a chance to tell your story in your own words.



Media Kit

Hand out your media kit to reporters at the event and send it later — by mail, courier or email — to contacts who could not attend.

A media kit contains background material to help reporters write their story, such as:

- Your news release;
- Summary of your project;
- Background on your organization (corporate profile);
- Fact sheet about your organization's work, achievements and beneficiaries;
- Photographs (optional) with descriptions that identify the individuals in the photograph and what is happening in the photo.

Choose your spokesperson

The best way to ensure messages are communicated clearly, consistently and accurately is to select one individual to speak for the organization. When that is not possible, it is important that everyone who speaks for the organization knows and understands your communications plan and the key messages.

Others in your organization who may receive media inquiries should be advised about who is speaking on behalf of your organization so reporters can be referred to that individual.

If you have an office, don't forget to tell the receptionist who your spokesperson is and how that individual can be reached.

Choose your spokesperson carefully

The person should be comfortable being interviewed by journalists (on camera, over the phone or even "on the run"), but more importantly he/she should be well-versed in the specific topic you are publicizing, as well as about your organization.

He/she needs to know and understand your messages thoroughly and should be able to speak with authority. It is not uncommon for organizations to rely on their presidents or other leaders to be their primary spokesperson and to refer specific interview questions to experts within their organization who know and understand the details of particular programs, projects, issues or initiatives.





Help your spokesperson work effectively with the media and other stakeholders by:

- Providing background information about your organization’s mission, scope, history, role in the community, notable achievements and results — including any statistics that support your key messages;
- Preparing specific background information focused on the achievement, project, program, issue or event you want to communicate through the media;
- Developing questions and answers that help your spokesperson prepare for media questions during an interview. Include questions about any sensitivity related to your organization or the project you are promoting.

Examples of typical questions:

- Why is your organization committed to this (cause, activity, individual)?
- Who else is involved?
- What is your organization’s role/ contribution?
- What is your objective?
- How much money is involved?
- What results do you want to achieve?
- Why should people use your services rather than (an alternate service)?

Tips for a successful interview

Prepare and practice a brief (10-second) summary that states and supports with evidence your most important message or messages.

- When possible, choose or arrange for a quiet location for an interview;
- Turn off cell phones and pagers. Give the reporter your complete attention;
- Listen carefully to questions;
- Be prepared. Know your key messages and your facts, as well as how you will respond to any questions that touch on any sensitive issues;
- Be ready with examples to illustrate your points;
- Give short, clear answers – use your messages when it’s appropriate;
- Don’t be afraid of the silence between questions. Just wait for the next question;
- If you can’t answer a question – say so and offer to get back to a reporter later with the information;
- Never make “off the record” comments. Assume anything you say will be reported;
- Watch out for questions that are preceded by statements with incorrect information. Correct the error first, then answer the question;
- Be alert if a reporter summarizes your comments by saying: “So what you’re saying is ...” If you agree, you are giving permission to use that statement as a direct quote. Don’t hesitate to correct a reporter’s misunderstanding by saying: “No. What I’m saying is (restate your point).”

Examples:

The 20% increase in children between the ages of 10 and 15 in our community means the demand for our services will grow at least as much. We’re very committed to doing our share to meet that demand.

These new facilities will help a fast-growing population of seniors and others who require special assistance to participate in recreation programs.



Organizing media events

A media event is a proven way to attract media attention to your organization. You may want to create a special event just for media or you may prefer to include a media focus as part of another event that you are planning to hold.

Whichever you choose, it's important to be creative in staging media events to make them interesting to reporters and also to reflect your organization, members, programs and special initiatives in a visual and/or an unusual way.

The attraction of media events for journalists, especially television reporters, is that they offer one-stop shopping that enables reporters to get everything they need for their story, including background information, visuals and live interviews.

Examples of events that can also incorporate a media focus include:

- Opening ceremonies;
- Annual fundraising events;
- Gala dinners;
- Awards ceremonies;
- Annual general meetings;
- Open houses;
- Sports events;
- Program launches.

Examples of events that could be used to attract media interest include:

- Sod-turning or ribbon-cutting ceremonies;
- Demonstrations of machinery or technology;
- Celebratory rallies;
- Special presentations of awards;
- Tour of a project that received funding;
- Demonstrations of volunteers at work — on the phone, working with clients or being trained.

Tips for organizing media events:

Time events conveniently for invited guests and media.

Select a date and time that does not conflict with another event or community program.

Choose a convenient location that also helps tell the story.

If your project is all about traffic safety near schools, consider holding your event at a school. If you're teaching adults how to read, a library might be an ideal spot for your event. Always get permission to use a location before you send out your invitations and your media advisory.

Think in pictures.

Television in particular needs interesting visuals to tell the story, and print media prefer to have great photographs to accompany their articles. Newspapers and magazines may run a photo with a description (called a cutline) even if they don't have space for a full article. Don't forget to use signs or banners to identify your group and its supporters.

Pictures speak

Another benefit of visually interesting locations, participants or activities is that you can send your own picture (as soon as possible afterwards) to media that didn't attend your event. Include a short caption and your news release. Don't forget to include the names of all of the individuals who appear in the photo and obtain their permission to use their images.

Take photographs at special events for use in newsletters, annual reports or for volunteer recognition. Some media will sell reprints of their images for a small fee if you don't have your own photographer. Others will send you an electronic copy free of charge.

Send photos of special guests taken during an event with a thank you card to recognize their contribution.



Resource 1:

Using the Blue Cross and Blue Shield of Louisiana Foundation’s visual identity

The Blue Cross and Blue Shield of Louisiana Foundation logo is available in a variety of formats by going to www.bcbslafoundation.org/grantees

Select the format of the logo that best suits your project. Other than proportional resizing, the logo may not be modified in any way. All-white or all-black logos are available upon request by emailing bcbslafoundation@bcbsla.com

Color

The “Blue Cross” blue is Pantone Process Blue. RGP, HTML and CMYK values are below:

Pantone Process Blue CP

RGB	0 139 204
HTML	008BCC
CMYK	100 13 1 2



Logos

There are two logo variations available:

Banner
(our preference)



Stacked



Resource 2:

Public relations planning worksheet

Setting objectives

Describe what you want to accomplish in brief or action-oriented statements.

Defining audiences

What individuals and groups do you want to reach?

Reaching audiences

What is the best way, or best media, to reach them?

Creating messages

What messages do you want these audiences to understand and remember?

What media will this announcement/event appeal to?

- Daily print media (editors, reporters, columnists)
- Radio
- Television
- Websites
- Community weekly newspapers
- Trade or association magazines or newsletters
- Special interest newsletters

Checklist of tools for Media Event

- Agenda/Program
- Logistics and hosting
- Media advisory
- News release
- Speaking notes for participants
- Q&A

Media Kit contents:

- Fact sheets
- Biographies of special guests
- Illustrations (drawings, photos)

Resource 3:

Special event checklist

One month before:

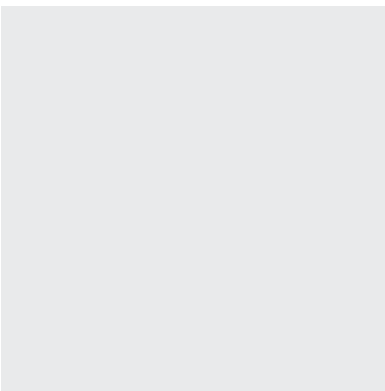
- What is the goal of the event?
- Who do you want to know about this good news? (e.g. key audiences)
- How many people will participate?
- Who should they be? (e.g. speakers, master of ceremonies, performers, etc.)
- What role will each speaker play – what should they talk about?
- How many other people will attend? (e.g. observers, audience members, reporters, etc.)
- How will your audience be advised of the event? (e.g. invitation, flyers, email, media advisory)
- What kinds of resources will you need? (e.g. audio-visual, microphones, etc.)
- Will you serve food or refreshments?
- Arrange for facilities. (based on estimated numbers and setup needs)
- Consider the accessibility of your site, the need for special transportation or parking arrangements for guests and participants with special needs.
- Prepare mailing list. (e.g. guests, participants, media)
- Write promotional materials. (e.g. invitations, posters, flyers, brochures, media advisories, etc.)
- Other:

About two weeks before:

- Finalize program, activities, agenda.
- Invite an audience to be part of your event. (e.g. volunteers, members, staff, clients or family members of these groups)
- Confirm arrangements with speakers and other guests (e.g. date, time, location, parking, accessibility information) and include directions, event tickets, parking pass and other materials.
- Request that speakers arrive about 15 minutes early so they can be escorted to where they are needed – with time to relax and meet other participants.
- Invite speakers to provide summaries or outlines of their remarks in advance so all participants know what will be said.
- Prepare day-of-event materials – write and produce event materials. (e.g. agenda, name tags, news release, fact sheets, etc.)
- Prepare your detailed media distribution list.
- Arrange refreshments, audio-visual equipment, flowers, plants, giveaway items, banners, podiums, parking, etc.
- Arrange for individuals from your group to host special guests.
- Appoint an individual from your group to act as media liaison at the event:
- Other:

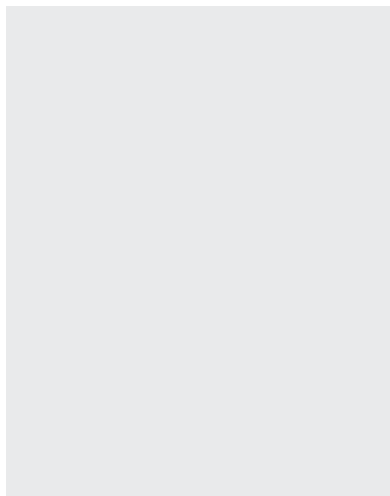
The day before the event:

- Call your media contacts to make sure they have seen the advisory and encourage their attendance. Offer to resend the media advisory by fax and confirm their fax number.
- Provide your receptionist and other people who answer your telephones with copies of agenda and other pertinent information, so that they can respond to any last minute questions.
- Call your special guests, dignitaries, local heroes to confirm their attendance. If they have staff assisting them, review the event itinerary and answer any questions.
- Confirm that the staff you have appointed as hosts to special guests and media liaisons are prepared for the event.
- Print copies of all media materials for your media kit.
- Other:



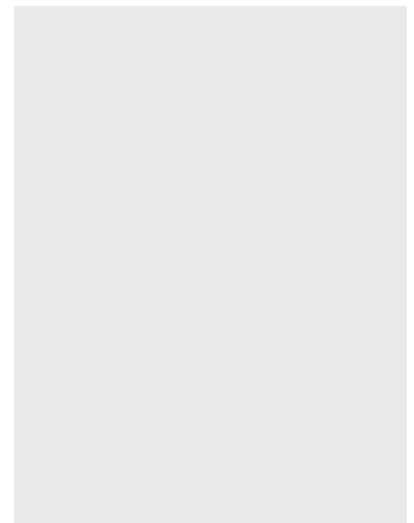
The day of the event:

- Set up registration table, media table and/or welcoming area.
- Make a guest book available for guests to sign.
- Alert security or individuals in reception areas to the arrival of journalists, ensure they know where to direct them. If appropriate, provide a list of expected guests, including media.
- Make sure room is organized according to your plans.
- Check that directional and organizational signage is up.
- Check that equipment works.
- Make sure all speakers and special guests are present, and know the agenda.
- Monitor the program, make sure timelines are met.
- Other:



After the event:

- Distribute media kits as soon as possible to reporters who were unable to attend.
- Pack up and return all materials (banners, equipment, leftover print materials, etc.).
- Send thank you notes to those who provided special services and, if appropriate, to other participants or guests.
- Acknowledge the contribution of volunteers.
- Debrief appropriate members of your organization about the event.
- Prepare any post-event publicity (e.g. photos with the names of participants and descriptions about what they are doing).
- Track and document media coverage.



Resource 4:

Sample media advisory

Organization's letterhead or name

Address {in a smaller font}

May 3, 2018

Media Advisory

[Your organization name] and Blue Cross and Blue Shield of Louisiana Special Announcement

WHO State Representative Jane Citizen will join Blue Cross and Blue Shield of Louisiana Foundation president Michael Tipton and [Organization] Executive Director Jon Dogood.

WHAT To make an important announcement about the future of [organization].

WHERE Human Agency at Goodtown

1234 Main Street

Goodtown

{directions}

WHEN Thursday, May 3, 2018 - 10 a.m.

For more information, please contact:

Kanyu Lendahand

555.232.1234

kanyu@organization.org

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Resource 5:

Sample news release

Organization's letterhead or name

Address {in a smaller font}

May 3, 2018

For immediate release

No-cost breast cancer screening for 5,000 women funded by \$50,000 Blue Cross Grant

Town/City, Louisiana – [Organization] announced today that it would provide mobile breast cancer screening for 5,000 local women thanks to a \$50,000 grant from the Blue Cross and Blue Shield of Louisiana Foundation.

State Representative Jane Citizen joined Foundation executive director Michael Tipton in congratulating [organization] at a ceremony earlier today. "This grant is an investment in Louisiana's health and our state's commitment to beating breast cancer," said Rep. Citizen. "I'm delighted to see this service come to our town."

Established in 1944, [Organization] has provided breast cancer screening for more than 10,000 women each year in southern Louisiana. It also offers counseling and navigation services to women who are diagnosed with breast cancer and are in treatment.

"we will use this grant to grow our footprint," says executive director Jon Dogood. "We are thankful for the Blue Cross and Blue Shield Foundation's commitment to creating access to a care for everyone."

The Blue Cross and Blue Shield of Louisiana Foundation works each day to improve the health and lives of Louisianians by empowering everyday people to do extraordinary good. By building and funding coalitions of friends, families and neighbors, the Foundation hopes to build a healthier Louisiana, particularly for its children. The Foundation is funded solely by Blue Cross and Blue Shield of Louisiana, but is a separate 501(c)(3) nonprofit entity.

For more information, please contact:

Kanyu Lendahand
555.232.1234
kanyu@organization.org

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About us

Founded in New Orleans in 1934, Blue Cross and Blue Shield of Louisiana has worked for over 80 years to improve the health and lives of Louisianians. The company is operated by Louisiana people and is mutually held. In other words, everyday policy-holding customers own Blue Cross.

The Blue Cross and Blue Shield of Louisiana Foundation is a separate 501(c)(3) nonprofit organization, also completely operated by Louisianians. Together, the company and the Foundation invest around \$3 million in the nonprofits that serve Louisiana's people and communities.

Real change for Louisiana comes when regular people make a commitment to improving the lives of their friends, families and neighbors. Through our grants and support, we empower everyday people to do extraordinary good.

We connect people to resources. We support new ideas. Most importantly, we build partnerships. We know how to work with other nonprofit organizations, community leaders, legislators and healthcare decision-makers to make Louisiana a better place.

Because when it comes to the health of Louisiana, we're all in it together. We know the power of unity and hope in addressing the challenges of our state — from hurricanes to oil spills to public health.

Blue Cross and Blue Shield of Louisiana Foundation Board of Directors

Dan Borné – Chairman

Dr. C. Richard Atkins – Immediate Past Chairman

Peggy Scott – Past President

Michael Bruno – Director

Jerome “Jerry” Grieg – Director

Frances Turner Henry – Director

Judy Miller - Director

Kevin McCotter - Director

Dr. Vindell Washington - Director

Michael Tipton - Ex-Officio

Community Partnership Staff

Michael Tipton

Blue Cross and Blue Shield
Foundation President
Head of Community Relations

Karen Bolles

Office Manager

Lauren Fowler

Foundation Initiatives Manager

Kellie Duhon

Community Relations Consultant

Ben Mahoney

Communications Manager

Paula Neck

Employee Giving Administrator

Tanja Foil

Foundation Initiatives Coordinator

Garrett Galjour

Community Relations Assistant

Contact Us

Blue Cross and Blue Shield of Louisiana
Community Relations and Foundation

P.O. Box 98022

Baton Rouge, LA 70898-9022

Phone: 225-298-7979

Foundation Email:

BCBSLAFoundation@bcbsla.com

Community Relations Email:

CommunityRelations@bcbsla.com

Online:

www.bcbslafoundation.org

Special Credit: Much of this guide was excerpted from the Ontario Trillium Foundation publication
“Investing in Communities: Public Relations Toolkit,” available for free download at
https://nonprofitmarcommunity.com/wp-content/uploads/2015/10/public_relations_toolkit_en.pdf



