

APDA MA Communication Guidelines for Program Grant Recipients

Congratulations on being named a recipient of an American Parkinson Disease Association Massachusetts Program Grant! **As a grantee, we expect you to publicize the grant to your community in every possible way.** We are here to help you if needed.

When we send out the MOU, we will provide you with a logo .jpg for your marketing needs.

Please note that any use of the American Parkinson Disease Association name and/or logo needs to be approved **PRIOR TO RELEASE**. Send what needs to be approved to apdama@apdaparkinson.org and we will make every effort to respond quickly to your deadline.

Tips and Ideas for Communicating About Your APDA MA Program Grant:

Marketing Collateral: Please say: “*supported by a grant from the American Parkinson Disease Association Massachusetts Chapter*” on all collateral.

Press releases: Make sure to include mention of the American Parkinson Disease Association Massachusetts chapter in all press releases. Newspapers **will most likely print what you send them.** Include a photo or a link to a video or website when possible. Remember to include your contact information so the editor can reach you with any questions. Moving forward, press releases to your local media outlets on major milestones, impacts/outcomes, success stories, events are a great way to keep the press informed.

Newsletter: If your organization publishes a newsletter either in print or online, please include the press release or a short write up about the grant. Again, please include mention of the American Parkinson Disease Association Massachusetts chapter and a logo if possible.

Social Media: If your organization is active on social media, please tag **@APDAMA** on all posts and photos about your project. The American Parkinson Disease Association Massachusetts chapter is active on Facebook and Twitter. The American Parkinson Disease Association does not need to pre-approve your posts.

Community Events: Please let us know if you are planning a public community event to kick off your program or to mark a milestone. When possible, we would appreciate a short speaking role. Please take photos and share them with us.

Interviews: If you are interviewed, please make sure to mention the American Parkinson Disease Association Massachusetts chapter in conversation.

Our office is glad to assist you on how to incorporate us in all of your media needs. Please reach out with any questions to apdama@apdaparkinson.org.