

Frankenthaler

Frankenthaler Climate Initiative Communications and Social Media Toolkit

Congratulations on receiving a 2022 award from the Frankenthaler Climate Initiative!

We hope you will join us in spreading the word about this exciting news and about how your institution is doing its part to support a greener world and a more sustainable future for the arts.

The purpose of this toolkit is to provide supporting materials and background information for your external use, including on your social media platforms and in your newsletter. This document includes:

- Credit line and logo;
- A link to the press release announcing the 2022 grantees and the full grantee list;
- Key facts and messages on the Frankenthaler Climate Initiative;
- Social media sample posts, including suggested tags and hashtags;
- Newsletter and website template; and
- The Foundation's communications contacts.

CREDIT LINE

Please always credit both the Helen Frankenthaler Foundation and the Frankenthaler Climate Initiative when promoting your project. Suggested credit line below:

Sample #1:

"[Project name] is made possible [in part] by the Frankenthaler Climate Initiative of the Helen Frankenthaler Foundation."

Sample #2:

Thanks to the @HelenFrankenthalerFoundation's #FrankenthalerClimate Initiative!

HELEN FRANKENTHALER FOUNDATION LOGO

The Helen Frankenthaler Foundation would appreciate your inclusion of the Foundation's logo on major materials. There is no separate logo for the Frankenthaler Climate Initiative. Download logo [here](#).

ANNOUNCEMENT RELEASE AND GRANTEE LIST

The official press release announcing the 2022 grantees is accessible [here](#) and the full list of grantees can be found [here](#).

Grantees that would like to issue their own press release regarding the award must be in touch with the Helen Frankenthaler Foundation communications team for approvals and coordination. Please email Juliet Sorce at FrankenthalerClimate@resnicow.com.

FRANKENTHALER CLIMATE INITIATIVE KEY FACTS AND MESSAGES

- The Frankenthaler Climate Initiative is the largest private national grant-making program to support climate change action at cultural institutions and the only nation-wide program of its kind for the visual arts.
- The Initiative is a program of the Helen Frankenthaler Foundation, managed in partnership with RMI, the leading global expert in clean energy, and Environment & Culture Partners, a nonprofit driving the U.S. cultural sector’s climate action.
- Launched in 2021, the \$10-million, multi-year Initiative funds energy efficiency programs and clean energy projects at visual art organizations.
- In 2021, the Initiative conferred over \$5 million to a broad cross-section of nearly 80 visual art museums across more than 25 states, from specialized, regional institutions to encyclopedic museums.
- For the second phase of the Initiative, the Helen Frankenthaler Foundation broadened its applicant pool to include non-collecting visual arts organizations and art schools, in addition to visual art museums. The 2022 awards conferred a total of \$3 million to 49 different arts organizations across the United States.

SOCIAL MEDIA SAMPLE POSTS

We encourage all grantees to use the official campaign hashtag **#FrankenthalerClimate**.

Following please find the platform-specific sample posts on the news, which we encourage you to adapt and format to align with your institution’s style guide. Organizations can also repost Frankenthaler Foundation’s [Instagram](#), [Twitter](#), or [Facebook](#) announcements including the full caption and full image credit to ensure proper crediting.

Instagram

Visual	Caption	Campaign Usernames/Hashtags	Hashtag Suggestions
 <p>OR</p> <p>[Image of your institution’s choosing correlating to the initiative]</p>	<p>We are thrilled to announce that we have been selected as a #FrankenthalerClimate Initiative awardee! Established by @HelenFrankenthalerFoundation, in collaboration with Environment & Culture Partners and RMI, the #FrankenthalerClimate Initiative is the first grantmaking program of its kind that catalyzes climate change action at visual arts organizations.</p> <p>[Insert project details]</p>	<p>#FrankenthalerClimate @HelenFrankenthalerFoundation @RockyMtnInst @EnvCulturePrs</p>	<p>#HelenFrankenthaler #HelenFrankenthalerFoundation #ArtActivism #ClimateChangeActivism #ClimateAction</p>

Twitter

Visual/Link	Caption	Campaign Usernames/Hashtags
 <p>OR</p> <p>[Image of your institution's choosing correlating to the initiative]</p> <p>OR</p> <p>[Link to coverage]</p>	<p>We are thrilled to announce that we have received an award from the #FrankenthalerClimate Initiative—a grant program established by @HFrankenthaler, @RockyMtnInst, and @EnvCulturePrs seeking to catalyze climate change action in the visual arts!</p> <p>[Link to coverage]</p>	<p>#FrankenthalerClimate @HFrankenthaler @RockyMtnInst @EnvCulturePrs</p>

Facebook

Visual/Link	Caption	Campaign Usernames/Hashtags
 <p>OR</p> <p>[Image of your institution's choosing correlating to the initiative]</p> <p>OR</p> <p>[Link to coverage]</p>	<p>We are thrilled to announce that we have been selected as a #FrankenthalerClimate Initiative awardee! Established by the Helen Frankenthaler Foundation — in collaboration with Environment & Culture Partners and RMI—the program seeks to catalyze climate change action in the visual arts. [Insert project details]</p> <p>Read more: [Link to coverage]</p>	<p>#FrankenthalerClimate @Helen Frankenthaler Foundation @EnvCulturePrs @RMI</p>

LinkedIn

Visual/Link	Caption	Campaign Usernames/Hashtags
 <p>OR</p> <p>[Image of your institution's choosing correlating to the initiative]</p>	<p>[Organization name] is honored to have been selected as a #FrankenthalerClimate Initiative awardee! Established by the Helen Frankenthaler Foundation in collaboration with Environment & Culture Partners and RMI, this grant program supports energy efficiency and clean energy projects to catalyze climate change action in the visual arts. [Insert project details]</p> <p>Read more: [Link to coverage]</p>	<p>#FrankenthalerClimate @EnvCulturePrs @RMI</p>

OR [Link to coverage]		
--	--	--

TEMPLATE WEBSITE/NEWSLETTER CONTENT

[Museum] is honored to have been selected to receive an award the [Frankenthaler Climate Initiative](#), a grant-making program established by the [Helen Frankenthaler Foundation](#) in collaboration with [Environment & Culture Partners](#) and [RMI](#) to catalyze climate change action in the visual arts. Funds will be used to complete [project details; if possible, frame within grant categories of scoping, technical assistance or implementation]. This project will help us [plan/reduce our climate footprint and operating costs – be specific if possible, noting how it achieves your institutional goals as well as data-based impacts].

FRANKENTHALER FOUNDATION COMMUNICATIONS TEAM

For any questions regarding the grant announcement, communications materials, and media relations, please contact:

Juliet Sorce, Sarah McNaughton, or Julia Exelbert
Resnicow and Associates
Frankenthalerclimate@resnicow.com