

Motorola Solutions Foundation Communications Toolkit for 2025 Grant Recipients

Congratulations on receiving a 2025 grant from the Motorola Solutions Foundation! This toolkit includes templates and guidelines to help you showcase your grant award, program and its impact.

Your toolkit includes:

1. Motorola Solutions Foundation contacts
2. Motorola Solutions Foundation logo & proper usage
3. Social media messages, tools & templates
4. News release template

1. Motorola Solutions Foundation contacts

Press inquiries

Tara Marsh

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You are welcome to speak to the media on behalf of your organization and discuss how the grant will support your mission. Questions about the Motorola Solutions Foundation must be answered by a Motorola Solutions spokesperson.

Motorola Solutions Foundation - For grants

Abbey Lantinberg

Email: Abbey.lantinberg@motorolasolutions.com

2. Motorola Solutions Foundation logo & proper usage

The Motorola Solutions Foundation [updated our logo in 2024](#).

[Click here](#) to access the Motorola Solutions Foundation logos.

[Click here](#) to access the brand guidelines for proper use of the Motorola Solutions Foundation logos.

Note: Individuals must request access to the logo and brand guideline folders. Please allow for five business days for approval.

Due to IRS regulations, your organization must use the correct **Motorola Solutions Foundation logo** - not the Motorola Solutions corporate logo - when promoting the grant award (see below).

Correct



Correct



Correct



Incorrect

Outdated Motorola Solutions Foundation logo (the Foundation's logo was updated in 2024)



Incorrect

Motorola Solutions corporate logo



Incorrect

Motorola Solutions corporate logo



Incorrect

Wrong Motorola Solutions corporate logo



Incorrect

Outdated Motorola corporate logo



When mentioning the Foundation in writing, please refer to it as "Motorola Solutions Foundation." Do not refer to the corporate entity, "Motorola" or "Motorola Solutions, Inc."

3. Social media messages, tools and templates

Below are ready-made social media guidelines, templates and messages your organization can use to share news of its 2025 grant award.

Tagging

Please tag the Motorola Solutions Foundation's social media accounts on all of your posts. Be sure to like/follow our accounts as well!

Social media channel	Motorola Solutions Foundation account
Twitter/X	@MSIFoundation
LinkedIn	@Motorola Solutions
Instagram	@MotorolaSolutions
Facebook	@Motorola Solutions

Sharing News of Your Grant Award

How to share news of your 2025 grant award online:

- Announce your grant on your organization's social media pages and encourage your employees, stakeholders and community to do the same.
- Post messages, links or photos to your organization's accounts about the impact you are making with your grant and/or what the support means to you.
- Use the hashtag **#MotoSolutionsCares** when posting about the award.

Key Messages

Use the following key messages to clearly and consistently communicate your partnership with the Motorola Solutions Foundation. Feel free to adjust these messages to fit the unique needs of your organization.

(Overall) Motorola Solutions Foundation grants:

- The Motorola Solutions Foundation's annual grant program has three primary areas of focus: first responder programming, technology and engineering education and programs that blend the two. Within each area of focus, we prioritize support for under-resourced populations, as we believe that a thriving community is one in which each citizen has a chance to reach their maximum potential.

Supporting Messages

Technology and engineering education	First responder programming
<ul style="list-style-type: none">• Through support from the Motorola Solutions Foundation, [organization name] will enable	<ul style="list-style-type: none">• This generous grant from the Motorola Solutions Foundation will further enable our

<p>under-resourced students across [insert region] to further their education in technology and engineering.</p> <ul style="list-style-type: none"> • This generous grant from the Motorola Solutions Foundation will help students across [insert region] reach their full potential through [insert description of your organization's program/the impact of grant funding]. 	<p>organization to [insert description of your organization's program and the impact of grant funding], with the ultimate goal of helping to make communities safer.</p> <ul style="list-style-type: none"> • Through support from the Motorola Solutions Foundation, [organization name] will further support our everyday heroes – first responders – as well as the communities they serve.
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Pre-approved social media messages and templates

[Click here](#) to access the ready-made social media templates and fonts. When possible, add a link to your news release and include a graphic or photo. Note: Individuals must request access to the social media templates. Please allow five business days for approval.

- **Graphics:** Please use the final .PNG files or modify the graphics using the Photoshop templates (attached as .PSD files by channel) included in the Google Drive folder. The font used by the Motorola Solutions Foundation is Roboto and is available for download from the Google Drive folder.

Twitter/X:

- [insert your organization's name] is thrilled to have received a \$XX grant from the @MSIFoundation. Through the grant, we'll [insert brief description of your programming]: [INSERT LINK TO PRESS RELEASE ABOUT GRANT] #MotoSolutionsCares
(ADD GRAPHIC)
- With the help of the @MSIFoundation grants program, [insert your organization's name] is able to [insert impact of your organization's programming and grant funding]: [INSERT LINK TO PRESS RELEASE ABOUT GRANT] #MotoSolutionsCares
(ADD GRAPHIC)
- Thank you, @MSIFoundation, for supporting our programs dedicated to [insert hashtags for organization's programming areas like #FirstResponders, #PublicSafety, #STEM, #Engineering, #Technology, etc.]: [INSERT LINK TO PRESS RELEASE ABOUT GRANT] #MotoSolutionsCares
(ADD GRAPHIC)

Facebook:

- [insert your organization's name] is thrilled to have received a grant for \$XX from the #MotorolaSolutionsFoundation. Through the grant, we'll [insert brief description of your programming]. Learn more: [INSERT LINK TO PRESS RELEASE ABOUT GRANT]. (ADD GRAPHIC)
- With the help of the #MotorolaSolutionsFoundation grants program, [insert your

[insert your organization's name] is able to [insert impact of your organization's programming and grant funding]. More details: [INSERT LINK TO PRESS RELEASE ABOUT GRANT]. **(ADD GRAPHIC)**

- Thank you, #MotorolaSolutionsFoundation, for supporting our programs dedicated to [insert your organization's programming areas like first responder programs, technology, engineering, etc.]. Learn about our impact: [INSERT LINK TO PRESS RELEASE ABOUT GRANT]. **(ADD GRAPHIC)**

LinkedIn:

- [Insert your organization's name] is thrilled to have received a grant for \$XX from the #MotorolaSolutionsFoundation, the philanthropic arm of @Motorola Solutions. Through the grant, we'll [insert brief description of your programming]. Learn more: [INSERT LINK TO PRESS RELEASE ABOUT GRANT]. #MotoSolutionsCares **(ADD GRAPHIC)**
- With the help of the #MotorolaSolutionsFoundation, the philanthropic arm of @Motorola Solutions, [insert your organization's name] is able to [insert impact of your organization's programming and impact of grant funding]. More details: [INSERT LINK TO PRESS RELEASE ABOUT GRANT]. #MotoSolutionsCares @Motorola Solutions **(ADD GRAPHIC)**
- Thank you, @#MotorolaSolutionsFoundation, the philanthropic arm of @Motorola Solutions, for supporting our programs dedicated to [insert your organization's programming areas like first responder programming, STEM, engineering, etc.]. Learn about our impact: [INSERT LINK TO PRESS RELEASE ABOUT GRANT]. #MotoSolutionsCares **(ADD GRAPHIC)**

Instagram:

- [Insert your organization's name] is thrilled to have received a grant for \$XX from the #MotorolaSolutionsFoundation, the philanthropic arm of @MotorolaSolutions. Through the grant, we'll [insert brief description of your programming's impact]. The Foundation awards grants each year to organizations supporting and advancing [insert hashtag related to your organization's programming]. #MotoSolutionsCares **(ADD PHOTO OF YOUR ORGANIZATION'S WORK WITH THE FOUNDATION)**
- With the help of @MotorolaSolutions philanthropic arm, #MotorolaSolutionsFoundation and their grants program, [insert your organization's name] is able to [insert impact of your organization's programming and grant funding]. The Foundation awards grants each year to organizations fostering innovation and building strong community partnerships. #MotoSolutionsCares **(ADD PHOTO OF YOUR ORGANIZATION'S WORK WITH THE FOUNDATION)**
- Thank you, #MotorolaSolutionsFoundation, the philanthropic arm of @MotorolaSolutions, for supporting our programs dedicated to [insert hashtags for organization's programming areas like #PublicSafety, #FirstResponderSupport #Technology, #Engineering, etc.]. This year, the Foundation awarded grants to support programs that help millions of students, teachers, #FirstResponder and community members across the globe.

4. News release template

[MONTH XX], 2025

[Insert Your Organization] Receives Motorola Solutions Foundation Grant

[City of your organization, Country] – [Date] – [Your organization], [description of your organization], today announced it has received a grant for [dollar amount; whether you publicize the dollar amount is your discretion] USD from the [Motorola Solutions Foundation](#), the charitable arm of [Motorola Solutions](#).

Through this grant, [Your organization] will [description of program funded by grant, number of people reached].

[Insert quote from your organization representative regarding the **impact** of the funding. Reference Key Messages for support.]

[Provide additional details about specific initiatives that will be funded by your grant.]

The Motorola Solutions Foundation, which has donated more than \$100 million over the past 10 years, focuses its giving on three key areas: first responder programming, technology and engineering education and programs that blend the two. The Foundation has a long-standing commitment to supporting programs that benefit under-resourced populations and aims to partner with organizations that align to its values of accountability, innovation, impact and inclusion.

"We are inspired by the impactful work of [Your organization] within their community," said Wesley Barden Touhy, executive director of the Motorola Solutions Foundation. "The Motorola Solutions Foundation is proud to champion their efforts as they continue to grow and make a positive difference."

- For additional information on the Motorola Solutions Foundation grants program, visit: motorolasolutions.com/foundation-grant-partner.
- For more information on [Your organization] please visit [link to your organization's website].

About [Your organization]

[Insert your organization's boilerplate description]

About the Motorola Solutions Foundation

As the charitable and philanthropic arm of Motorola Solutions, the Motorola Solutions Foundation partners with organizations around the world to build safer cities and thriving communities. We focus on giving back through strategic grants, employee volunteerism and other community investment initiatives. Our strategic grants program supports organizations that offer first responder programming and technology and engineering education, and align to our values of accountability, innovation, impact and inclusion. For more information on the Foundation, visit: www.motorolasolutions.com/foundation