

Motorola Solutions Foundation Communications Toolkit for 2023 Grant Recipients

Congratulations on receiving a 2023 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

Sarah Packard

Email: sarah.packard@motorolasolutions.com

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 Contacts - For Grants

Wesley Barden

Email: wesleyanne.barden@motorolasolutions.com

Alli Leach

Email: alli.leach1@motorolasolutions.com

2. Motorola Solutions Foundation Logo & Proper Usage

[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 give 5 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



**MOTOROLA SOLUTIONS
FOUNDATION**

Correct



**MOTOROLA SOLUTIONS
FOUNDATION**

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Outdated Motorola corporate logo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 2023 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	@MSIFoundation
Facebook	@Motorola Solutions Foundation
LinkedIn	@Motorola Solutions

Instagram	@MotorolaSolutions
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Sharing News of Your Grant Award

How to share news of your 2023 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 underserved and underrepresented 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 underserved and underrepresented students across [insert region] to further their education in technology and engineering. • 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]. 	<ul style="list-style-type: none"> • This generous grant from the Motorola Solutions Foundation will further enable our 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. • Through support from the Motorola Solutions Foundation, [organization name] will further support our everyday heroes – first responders – as well as the communities they serve.

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 .JPG files or modify the graphics using the Photoshop templates (attached as .PSD files by channel) included in the Google Drive folder. Each file has three layer options. The font used by the Motorola Solutions Foundation is Univers 67 Condensed Bold and is available for download from the Google Drive folder. As an alternative, you can use the Arial font.

Twitter:

- [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 @Motorola Solutions Foundation. 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 @Motorola Solutions Foundation grants program, [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, @Motorola Solutions Foundation, 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 Motorola Solutions Foundation, 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 Motorola Solutions Foundation grants program, [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
(ADD GRAPHIC)

- Thank you, Motorola Solutions Foundation, 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 Motorola Solutions Foundation, 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 the @MotorolaSolutions Foundation 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, @MotorolaSolutions Foundation, 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, #FirstResponders and community members across the globe. #MotoSolutionsCares
(ADD PHOTO OF YOUR ORGANIZATION'S WORK WITH THE FOUNDATION)

4. News Release Template

[MONTH XX], 2023

[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/demographic 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 \$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 underrepresented populations and aims to partner with organizations that align to its values of accountability, innovation, impact, diversity and inclusion.

"The Motorola Solutions Foundation is honored to partner with organizations like [Your organization] that are actively driving positive change within the community," said Karem Pérez, vice president of Diversity, Equity and Inclusion and executive director of the Motorola Solutions Foundation. "We are immensely proud of the work that [Your organization] is doing, and we look forward to seeing their continued impact."

- 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 globe to create safer cities and equitable, 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, diversity and inclusion. The Foundation is one of the many ways in which the company lives out its purpose of helping people be their best in the moments that matter. For more information on the Foundation, visit: www.motorolasolutions.com/foundation