




# **TLLF's Media Toolkit**

THE LEON LEVINE FOUNDATION'S PUBLIC RELATIONS RESOURCE



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*curating the legacy*

# General Overview

Following his retirement from Family Dollar in 2003, Leon Levine began his second career: building The Leon Levine Foundation into one of the region's largest and most impactful philanthropic organizations. As the foundation strives to improve the human condition by creating permanent, measurable, and life-changing impact throughout the Carolinas, it also has the honor of curating Leon and Sandra Levine's legacy. We do this by preserving foundation history, highlighting the success of our partners, and sharing the stories of those who benefit from the Levines' generosity.

We've compiled this Media Toolkit to ensure you have everything you need when featuring the work of The Leon Levine Foundation. Please call the foundation or your program officer with questions, interview/quote requests, and draft publications for review.

# "Before You Share"

## *Checklist*

Have you proofread for incorrect use of TLLF names/titles?

Have you correctly announced your grant (primarily if it is a match or challenge grant)?

Have you included the TLLF Boiler Plate (if applicable)?

Have you sent your project to TLLF for review?

Have you requested a file of the TLLF logo (if applicable)?

Have you coordinated with our social media team to get added digital exposure?



*keep in mind* 

# Public Relations Guidelines

When publicizing an organization's partnership and/or affiliation with The Leon Levine Foundation, we ask that you adhere to the following guidelines:

- ➔ Send press releases and other formal printed materials (plaques, program inserts, matching grant language) to our communications contact for review.
- ➔ Proofread digital and print materials for correct name/title usage (see pg. 6 for common mistakes). Note that for program acknowledgments/inserts, the correct, full, and proper name of the donor is:

**The Leon Levine Foundation  
Sandra and Leon Levine**

- ➔ Allow TLLF to generate all TLLF staff quotes for use in publications.
- ➔ Do not continue to publicly solicit gifts for a TLLF matching grant after the agreed-upon match expiration date.
- ➔ Do not publicize confidential information. TLLF strives to protect the clients of its partners and requests permission to share client stories and pictures. Similarly, TLLF respects the privacy of its founder and can refrain from sharing certain information regarding the life and work of Leon Levine.



# Common mistakes

*(& how to avoid them)*

Here, you'll find a round-up of frequent grammatical offenders. Make sure your print and digital publications are error-free!

## 1) Misuse of the Levine name

- ✗ The Levine's generosity has transformed Charlotte.
- ✓ The Levines' generosity has transformed Charlotte.
- ✗ It is evident that the Levine's are philanthropic.
- ✓ It is evident that the Levines are philanthropic.

## 2) Misuse of the Levine family name

- ✗ This gift from the Levine family will transform the city.

*When applicable, please specify that the gift is from Sandra and Leon Levine - as opposed to the gift being from "the Levine family."*

*The Levine children (Howard, Lori, and Amy) are hugely generous of their own volition, and we work hard to delineate their philanthropic efforts from those of their parents.*

# Common mistakes

*(continued)*

## 3) Misuse of the foundation name

- ✗ We're grateful for **the** Leon Levine Foundation's support.
- ✓ We're grateful for The Leon Levine Foundation's support.
- ✓ TLLF has been a long-time supporter of our organization.

## 4) Incorrect capitalization of titles

- ✗ Leon Levine, **F**ounder of Family Dollar Store and The Leon Levine Foundation...
- ✓ Leon Levine, founder of Family Dollar Store and The Leon Levine Foundation...
- ✗ Tom Lawrence, **E**xecutive **D**irector of The Leon Levine Foundation said...
- ✓ Executive Director Tom Lawrence said...
- ✓ Tom Lawrence, executive director of The Leon Levine Foundation said...

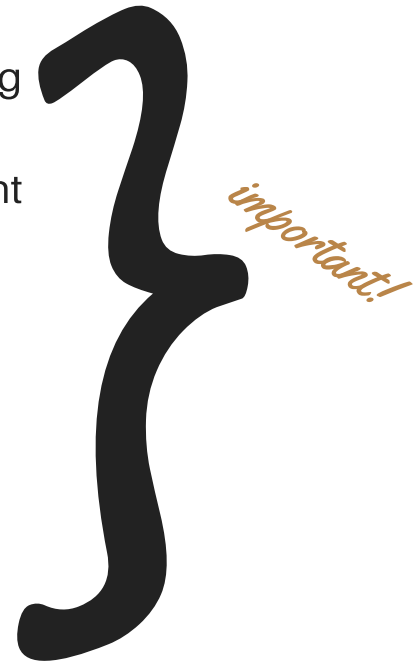
# How to make match & challenge announcements



Partners can begin publicizing a match or challenge grant as soon as it is officially awarded. However, partners must stop soliciting for matching gifts once the agreed-upon match expiration date arrives. When a partner meets the designated match or challenge goal, the organization is welcome to publicize its accomplishment. All match/challenge language (and associated press releases) must be reviewed by the appropriate PO and/or Amy Chapman.

**Note:** a matching grant is not the same thing as a challenge grant. A matching grant is intended to encourage and incentivize members of the community to donate to an organization. An organization is required to raise a specified amount of funds from other funding sources in order to receive that same amount of funds from the matching donor. For example: *TLLF will match \$1 for \$1 up to \$25,000.* If the organization raises all \$25,000, TLLF will award \$25,000. If the organization only raises \$15,000, TLLF will award \$15,000.

A challenge grant is intended to help an organization reach a fundraising goal. Organizations are required to raise a certain amount of funds from other funding sources before TLLF's funds are released. If the specified level is not met, the grant is not paid.

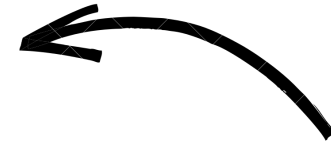




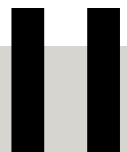
# TLLF Boilerplate

## About The Leon Levine Foundation:

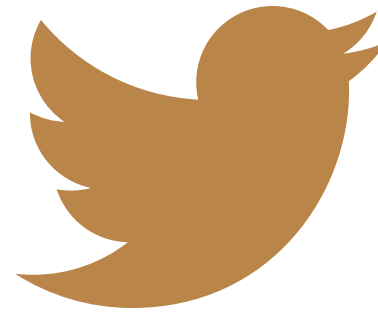
Created in 1980 by Leon Levine (Founder and Chairman Emeritus of Family Dollar Stores, Inc.), The Leon Levine Foundation's mission is to improve the human condition by creating permanent, measurable, and life-changing impact throughout the Carolinas. Based in Charlotte, N.C., the foundation invests in nonprofits with strong leadership, a track record of success, and a focus on sustainability in the areas of healthcare, education, Jewish values, and human services.



*copy & paste for use  
in your publication*

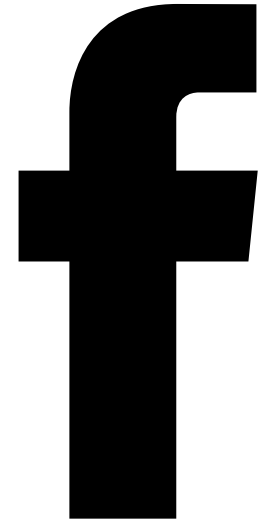


# Social Media Opportunities



*#FollowUs*

*@LeonLevineFdn*



TLLF is active on social media and loves to engage with its partners. We give weekly shoutouts to organizations across all mission areas using #TLLFGranteeSpotlight. We often incorporate information provided in our partners' Grantee Reports; however, we welcome the submission of additional anecdotes and photographs. When possible, we try to take pictures of TLLF staff interacting with partners as well.

**Note:** We wait until partners are out of their renewal/proposal cycles with TLLF before featuring them in #TLLFGranteeSpotlights.