



# TLLF'S MEDIA TOOLKIT

THE LEON LEVINE FOUNDATION'S  
OFFICIAL 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



- Send press releases and other formal printed materials (plaques, program inserts, matching grant language) to our staff for review.
- Proofread digital and print materials for correct name/title usage (see pg. 6 for common mistakes).
- 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 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)*

## 1) MISUSE OF THE LEVINE NAME

- X The Levine's generosity has transformed Charlotte.
- ✓ The Levines' generosity has transformed Charlotte.

- X It is evident that the Levine's are philanthropic.
- ✓ It is evident that the Levines are philanthropic.

## 2) MISUSE OF THE LEVINE FAMILY NAME

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

*On first reference to the gift, please specify that it is from The Leon Levine Foundation. If there is a more personalized reference to our Founder, then credit Sandra and Leon Levine as opposed to '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 **th**e 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 Stores, Inc. and The Leon Levine Foundation...
- ✓ Leon Levine, founder of Family Dollar Stores, Inc. and The Leon Levine Foundation...
- ✗ Tom Lawrence, **P**resident of The Leon Levine Foundation, said...
- ✓ Tom Lawrence, president of The Leon Levine Foundation, said...
- ✓ The Leon Levine Foundation's President Tom Lawrence 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 communication contact.

**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.

*important!*





# TLLF

# Boilerplate

*copy & paste for use in  
your own publication*

About The Leon Levine Foundation:

Established in 1980 by Leon Levine (Founder and Chairman Emeritus of Family Dollar Stores, Inc.), The Leon Levine Foundation supports programs and organizations that improve the human condition through investments in education, healthcare, human services and Jewish values. Based in Charlotte, N.C., the Foundation invests in nonprofits across North Carolina and South Carolina with strong leadership, a track record of success, and a plan for financial sustainability. Through its investments, the Foundation intends to create pathways to self-sufficiency, champion strategies for permanent change, and facilitate opportunities for growth.

Learn more online at [www.leonlevinefoundation.org](http://www.leonlevinefoundation.org) or follow on Twitter and Facebook @LeonLevineFdn.

# Social Media Opportunities

TLLF is active on social media and loves to engage with its partners; in fact, we give weekly shoutouts to organizations across all mission areas. 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.

*Follow us @LeonLevineFdn*

