

Media *Kit*





Dear Renaissance Family Foundation Grant Recipient,

Congratulations on receiving a grant from the Renaissance Family Foundation, an affiliate of Renaissance!

We are thrilled to partner with you and hope you'll help us spread the word about your receipt of this grant and the great work your organization is doing in its efforts to improve oral health. To assist you with sharing the news, we have provided this Renaissance Family Foundation media kit.

Included in this kit is a draft press release, social media information and tips on external communications to help maximize coverage of your grant.

If you choose to use the press release template, all you need to do is insert information specific to your program/organization in the spaces provided. You are welcome to edit the template to fit your needs, but we request that you leave the information specific to the Renaissance Family Foundation the same. Please send your press release to Chris Adams at cadams@renaissancefamily.com for approval before distributing. If you need help or have any questions, please do not hesitate to contact me at by email or call 517-347-5243.

I will follow up with you via email and include an electronic version of this media kit.

I look forward to working with you,

A handwritten signature in black ink that reads "Chris Adams".

Chris Adams
Vice President Marketing, Communications
& Philanthropy
Renaissance

Working together,
we can increase
awareness of the
importance of good
oral health and the
work we are all doing
to *improve it.*

Maximize media coverage of your *Renaissance Family Foundation Grant*

Press release (see p. 4-5)

- Tailor our press release template by filling in your information and our sample quotes provided. Then, email your local news outlets the press release to announce your receipt of the Renaissance Family Foundation grant and what your program offers the local community.



Tip: Making a few calls to the local newspaper and TV stations and asking for a point of contact prior to sending your press release will ensure it gets in the right reporter's hands.

Social media (see p. 6)

- Make full use of your social media channels like Facebook, Twitter and LinkedIn to share the news. Be sure to include a link to the press release and any relevant hashtags. We suggest #oralhealth #communitygrant #renciares
- Encourage your followers to “retweet” or “share” your posts with their audiences. Make sure you keep your posts short and compelling. For example, you might tweet a particularly powerful quote from the press release along with a photo.



Twitter Tip: Tweets are best when they are concise. Maximize space by using a URL shortener like Bitly.com.



Facebook Tip: To tag other groups or organizations in your post like Renaissance, use “@” before the organization's name and the page will pop up in a drop-down menu. ie (@RenBenefits and @RenBenefitsNews)

Multimedia

- Press releases with multimedia garner better results and hold the reader's attention longer than a press release with only text. Include high-resolution photos of individuals from your organization who will be making use of the grant or the program it will fund.



Tip: Including caption information with names and details will increase the likelihood that media outlets will pick up the story and photos.

External communications

- Announce receipt of your grant on your organization's or program's web page. Share the press release in mailings like newsletters, annual reports or email blasts, and encourage others to spread the good news.

If you need any help distributing the press release or are contacted for follow-up media interviews once you distribute the press release, please do not hesitate to contact Chris Adams at 517-347-5243 or cadams@renaissancefamily.com.

Press Release *Template*

You are welcome to edit the template to fit your needs, but we request that you leave the information specific to The Renaissance Family Foundation the same. Please send your press release to Chris Adams at cadams@renaissancefamily.com for approval before distributing.

[Insert organization logo]

Media Contact:

[Contact name]

[Organization name]

(XXX) XXX-XXXX

[Email address]

[Your organization’s website link]

[Your organization’s Facebook link]

[Your organization’s Twitter link]

[Organization/program] receives [grant amount] from Renaissance Family Foundation, an affiliate of Renaissance, to improve oral health in [insert your city, county, state, etc.]

CITY, STATE, (Date of Issue) — [Organization/program] recently received [\$ ____] from the Renaissance Family Foundation to help [insert what funding will go toward].

[Insert brief explanation about your oral health program, e.g. what it is, what it does, etc.]

[Insert quote from appropriate representative for your organization.]

The Renaissance Family Foundation is focused on ensuring that children and adults receive high-quality oral health education and high-quality dental care. The Renaissance Family Foundation is committed to improving people’s oral and overall health and well-being through advocacy, education and philanthropy.

[Insert Renaissance Family Foundation quote, see page 5 for sample quotes.]

About [Organization]

[Insert boilerplate information or general information about your organization.]

About Renaissance

The Renaissance Family Foundation is a nonprofit, charitable organization established by Renaissance Life & Health Insurance Company with a mission to improve the oral and overall health and well-being of children and their families. Renaissance underwrites a variety of dental, vision, life and disability insurance coverages through Renaissance Life and Health Insurance Company of America and Renaissance Life & Health Insurance Company of New York.

Renaissance Life & Health Insurance Company of America and Renaissance Life & Health Insurance Company of New York are part of a family of companies collectively operating under the holding company Renaissance Health Service Corporation. Founded in 1957, the family of companies has offices in Arkansas, Georgia, Indiana, Kentucky, Michigan, New Mexico, New York, North Carolina, Ohio, Tennessee and Texas. Collectively, the Renaissance companies cover 13.1 million people with annual paid claims of nearly \$3 billion. Renaissance has an “A” rating from A.M. Best and offers nationwide ancillary benefit solutions for employer groups and individuals. Visit RenaissanceFamily.com.

Quotes to Insert in *Renaissance Family Foundation Placeholder*

“We are proud that the work being done by [insert organization] has been recognized by the Renaissance Family Foundation,” said Robert Mulligan, Renaissance President and CEO. “By increasing access to dental care, we can help improve the oral and overall health and well-being of children and adults by preventing serious health issues down the road.”

“We are pleased that the Renaissance Family Foundation is providing funding to [insert organization],” said Robert Mulligan, President and CEO of Renaissance. “Children miss 51 million hours of school every year because of oral health related issues, and tooth decay is the most common chronic childhood disease today. Through [program], we can help ensure that more children are educated about the importance of good oral health and receive the care they need, so they can grow up healthy and be successful in school and in life.”

“We are pleased that the Renaissance Family Foundation will be providing funding for [insert organization],” said Robert Mulligan President and CEO of Renaissance. “Early prevention is key. With the efforts of [program], we can begin educating children early on about good oral health habits so they grow up healthy and avoid serious, painful and expensive health issues down the road.”

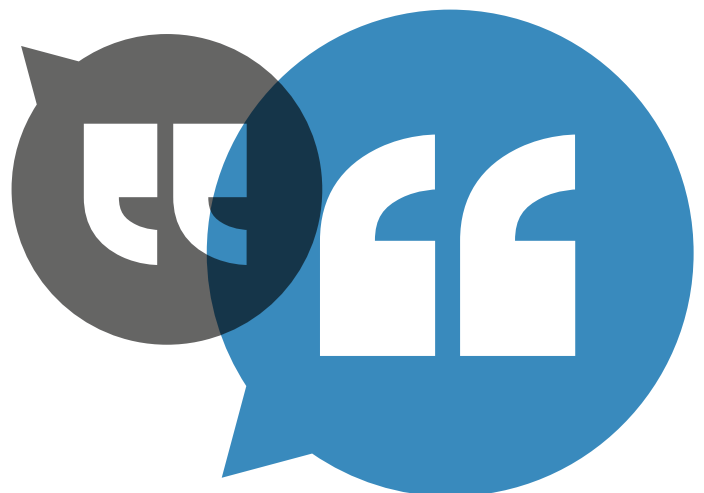
“Children miss 51 million hours of school every year because of oral health related issues, and adults miss 164 million hours of work each year because of time spent dealing with their own dental health problems,” said Robert Mulligan, Renaissance President and CEO. “Because early prevention is key to avoiding serious oral health issues, we are excited to hear that the Renaissance Family Foundation is supporting [insert organization] to increase access to dental care and provide much-needed oral health education to under-served children and adults.”

“Adults miss 164 million hours of work each year because of dental issues,” said Robert Mulligan, Renaissance President and CEO. “The Renaissance Family Foundation funding to [insert organization] will help increase access to high-quality dental care for more under-served adults, so they can continue to show up for work pain-free and avoid serious, painful and expensive health issues down the road.”

“Tooth decay is the country’s most common chronic childhood disease today, and children miss 51 million hours of school each year because of dental-related issues,” said Robert Mulligan, Renaissance President and CEO.

“The Renaissance Family Foundation’s grant to [insert organization] will help reach more under-served children and provide them with better access to dental sealants and education about the importance of good oral health.”

“Community water fluoridation is very important for good oral health,” said Robert Mulligan, Renaissance President and CEO. “It helps fight tooth decay in children and adults and has been a major factor in decreasing the amount of dental disease in our country. The Renaissance Family Foundation will work hard to support [insert organization] to help improve the access and efficiency of water fluoridation in the community.”




Social Media

Use your social media outlets including Facebook, Twitter, LinkedIn, and YouTube to announce the grant you received.

Be sure to tag Renaissance in your social media posts:

 **Facebook:** www.facebook.com/RenaissanceBenefits

 **Twitter:** @RenBenefits

 **LinkedIn:** www.Linkedin.com/company/renaissancedental

 **YouTube:** Renaissance Life And Health Insurance Company

Sample Facebook posts



- Thank you Renaissance Family Foundation for the [insert grant amount] grant that will help [insert explanation about what the grant will go toward].
- Thanks to the Renaissance Family Foundation for the [insert grant amount] grant so more children and adults can receive better access to dental care and education related to the importance of good oral health.
- Because of a [insert grant amount] grant from the Renaissance Family Foundation we can now [list a few things the grant will allow you to do].

Sample Tweets



- Thanks to @RenBenefits grant, we can help ensure [insert explanation about what the grant will go toward] #communitygrant #oralhealthcare #renciares
- More under-served children and adults will receive better access to much-needed dental care thanks to @RenBenefits grant #renciares #oralhealthcare
- With the help of the @RenBenefits grant, we can now [insert explanation about what the grant will go toward] #communitygrant #oralhealthcare #renciares
- We thank @RenBenefits for the [insert grant amount] grant to help [insert explanation of what your program will accomplish]. #renciares

Twitter, in particular, is a great way to reach reporters. As with any press release distribution, first research specific reporters you want to target. Then, pitch your story or follow up by sending a tweet. Don't forget to include a link to your press release on your website or social media, so reporters can easily find more information.



About the Renaissance Family Foundation

The Renaissance Family Foundation was established in 2013 as the philanthropic arm of Renaissance. Since then, the foundation has provided grants to organizations that provide dental care for the under-served, to programs that promote the importance of good oral health, and to educational institutions to enhance dental education and research.

Staggering Statistics:

- The most common chronic childhood disease is tooth decay.¹
- Children miss 51 million hours of school per year due to oral health problems.²

The Renaissance Family Foundation works hard every year to change these numbers and improve the lives of children and their families.

(1) Benjamin, Regina M. "Oral Health: The Silent Epidemic." *Public Health Reports* 125.2 (2010): 158–159. Print.

(2) U.S. Department of Health and Human Services. *Oral Health in America: A Report of the Surgeon General—Executive Summary*. Rockville, MD: U.S. Department of Health and Human Services, National Institute of Dental and Craniofacial Research, National Institutes of Health, 2000.



Learn more about Renaissance's corporate
citizenship and philanthropic endeavors:
RenaissanceFamily.com

