



REGIONAL DEVELOPMENT AUTHORITY GRANTEE PROMOTIONAL GUIDELINES

Congratulations on your recent RDA grant! We are proud to support your work and look forward to seeing the impact you will create in our community. We encourage you to share the news of this grant to raise awareness of your work. The following communication guidelines will assist you with these promotions.

Who we are:

The Regional Development Authority (RDA) is proud to collaborate with organizations that help make a difference in the lives of Scott County and the Quad City Regions residents. The Regional Development Authority strategically funds initiatives to create a vibrant, inclusive, and growing community.

RDA is the Non-Profit license holder and Qualified Sponsoring Organization (QSO) for the Rhythm City Casino. It is the RDA's duty to distribute funds received from the gaming operation to qualifying 501(c)(3) charities and educational/governmental entities in compliance with the Iowa Excursion Boat Gambling Act.

RDA is here to guide and provide you with:

- Local media grant publicity ideas
- Targeting appropriate media outlets
- Press and publicity media review
- The use of RDA logos

Once approved, here are some ways to promote and celebrate your grant:

- Include news of your grant funding in any publication you produce for internal or external communication. This includes brochures, newsletters, annual reports, etc.
- Link directly to RDA's website (www.rdauthority.org) in your digital communication.
- Post on your organization's social media channels.
- Tag RDA in your social media posts.

Instagram: @rdauthority

Facebook: [facebook.com/rdauthority](https://www.facebook.com/rdauthority)

LinkedIn: [linkedin.com/company/rdauthority](https://www.linkedin.com/company/rdauthority)

- Include RDA's full name and/or logo on plaques, signage, websites, brochures, etc. as applicable (reminder – we are no longer Riverboat Development Authority, please refer to us as Regional Development Authority)
- RDA's Logos can be found at <https://www.rdauthority.org/rda-logos.php>
- Submit press releases to local media

To help us to highlight the projects we support, we also ask that you:

- Supply RDA staff with a photos and videos of your project or organization
- Only share photos with RDA that have participant consent / permission to publish
- Provide feedback, stories and updates to RDA staff about the project and its impact in our community



***If you already have RDA posted on your website, social media, or promotional content please send us any links or PDF's you have available.**

Questions on publicizing your grant award?

Contact Kelsey Walter, Project Coordinator at pc@rdauthority.org or (563) 323-5177

Disclaimer: publicizing your grant or participating in an RDA promotion is not required or expected, nor will it have any bearing on current or future grant or partnership opportunities.

Thank you for the opportunity to partner in helping Scott County and the Quad City Regions prosper!