

# Communicate to inspire

Dear colleague,

Community engagement, collaboration, and social responsibility are values deeply rooted in the Grundfos DNA – and has been since the company's founding in 1945 in Bjerringbro, Denmark. It is also one of the main reasons why the Foundation created the Community Engagement Grant.

Communicating grant-related activities and results is important to build awareness and pride and inspire our Grundfos colleagues and partners to act together for a more sustainable future. You can help speed it along in several ways:

- **Get people involved:** Organize volunteering events where Grundfos colleagues can get a chance to make a difference for water, people, or the climate - or engage in awareness-building for international days and celebrations. If it makes sense, invite installers, distributors, and business partners to join the volunteering activities. The list of international days marked by Grundfos can be found [here](#).
- **Use local media:** Invite the local press to attend your volunteering activities to make sure the story gets local attention
- **Get visual:** Great images can say more than a thousand words. It is perfectly OK for the grant recipient to spend a little from the grant budget to pay for quality image or video content
- **Get social:** Encourage colleagues to share photos and videos in the [Volunteer at Grundfos Yammer community](#) and on social media – make sure to tag the Foundation (tags [here](#)) and/or @Grundfos where appropriate. The #ProudToBeGrundfos hashtag is frequently used on social media by Grundfos employees
- **Get more reach:** Submit content for [Grundfos Social Share](#) to allow colleagues all over the world to share your story. Don't forget the tags above - and make sure your photos or videos are cleared for sharing!
- **Use storytelling:** Submit an article to secure your story a prime spot on Grundfos Insite and on the Foundation's website. Research shows that people relate emotionally to stories. A story is a detailed, character-based narration on how to overcome obstacles and reach a certain goal.
- **Branding and logos:** *The Grundfos logo cannot replace the Foundation's logo.* In Community Grant projects where Grundfos contributes with volunteering activities, it will be good to use both logos together with the partner organization's logo. Always use the Foundation's font, [Montserrat](#), in your visual products.

In this package, you'll find various templates for communication products that can help convey the story both locally in your company, internally in Grundfos, and externally via web, social media, and participation in physical events.

If you have questions or need feedback on your ideas, don't hesitate to contact me.



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Communications Specialist

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Mobile/WhatsApp: +45 2628 7248

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# Community Engagement Grant Communication examples

## Poster A3

PowerPoint template: [CEG\\_Poster\\_A3.ppt](#)

InDesign template: [CEG\\_Poster\\_A3.indd](#)

### Volunteering



COMMUNITY ENGAGEMENT GRANT NEWS

## Volunteer with ReDI School of Digital Integration

ReDI School is a non-profit tech school for women with migrant- and refugee background, offering a free program, including IT and tech courses on several levels.

Be part of it! You can get up to three paid days off work for volunteering to help ReDI's learners find their way to the labour market.

In 2022, ReDI School of Digital Integration helped 255 learners improve their digital skills and employability.

**ReDI School of Digital Integration**

**GRUNDFOS FOUNDATION**

**VOLUNTEER**



### Project update



COMMUNITY ENGAGEMENT GRANT NEWS

## Company visit in Bjerringbro for digital learners

In 2022-2023, Grundfos staff helped develop new partnerships and activities at ReDI School Aarhus.

Students from ReDI School also visited Grundfos HQ to learn more about Grundfos' work and career opportunities and participate in job interview training.

“Tech skills, network and understanding of the Danish labor market helps migrant women land a job and feel included in society.”

**ReDI School of Digital Integration**

**GRUNDFOS FOUNDATION**

**READ MORE**



## Flyer A4 (2 pages: front and back)

PowerPoint template: [CEG\\_Flyer\\_A4-2pages.ppt](#)

InDesign template: [CEG\\_Flyer\\_A4-2pages.indd](#)



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**ReDI School of Digital Integration**

**GRUNDFOS FOUNDATION**

**VOLUNTEER**

**Sarah**  
UX Designer  
Grundfos

“Volunteering with ReDI allows me to give back to society and help other women find a pathway to a career in IT development. It feels good – and it's a lot of fun too.”

**ReDI School of Digital Integration**

ReDI School of Digital Integration Denmark is a non-profit tech school for women with migrant- and refugee background, offering free IT and tech courses on several levels. ReDI creates digital empowerment by supporting women in getting access to digital skills and a social & professional network in Denmark.


**GRUNDFOS**

Grundfos engages locally with ReDI School of Digital Integration by offering employees up to three paid days off work to volunteer as mentors or teachers.

**GRUNDFOS FOUNDATION**

The Grundfos Foundation (Poul Due Jensen Foundation) has contributed 50,000 Euro toward ReDI School of Digital Integration's activities in Denmark through its Community Engagement Grant programme.

**VOLUNTEER**



# Community Engagement Grant Templates

## Poster A3

PowerPoint template: **CEG\_Poster\_A3.ppt**

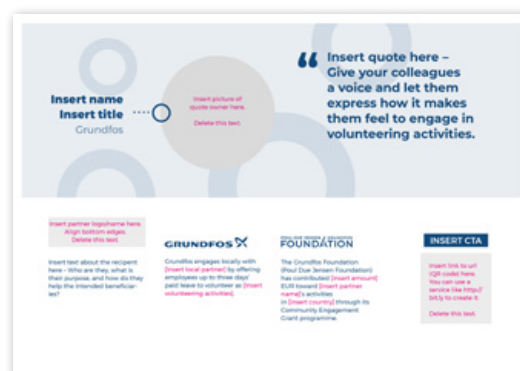
InDesign template: **CEG\_Poster\_A3.indd**



## Flyer A4 (2 pages: front and back)

PowerPoint template: **CEG\_Flyer\_A4-2pages.ppt**

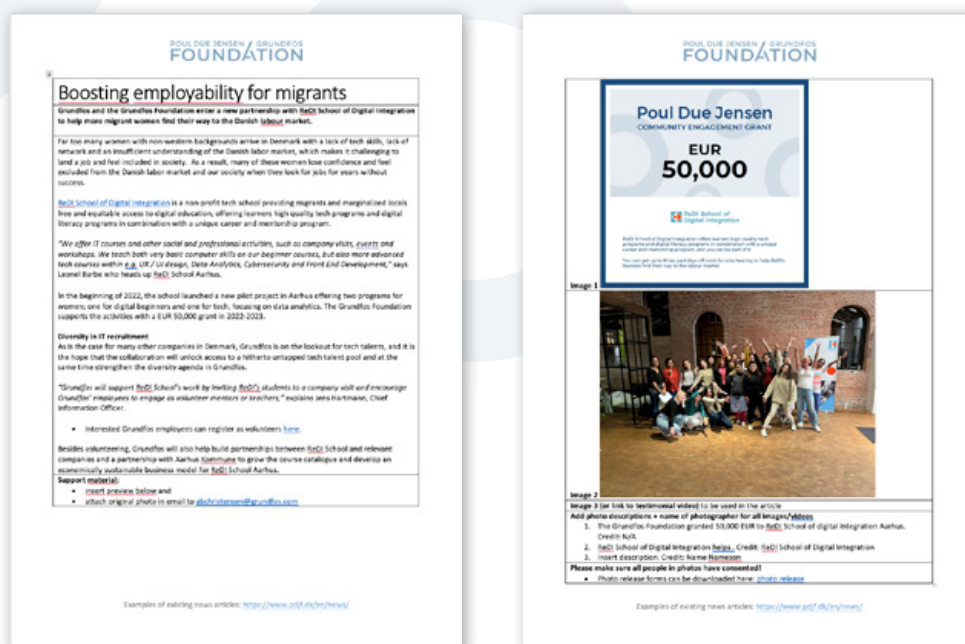
InDesign template: **CEG\_Flyer\_A4-2pages.indd**



# Community Engagement Grant Communication examples

## Article template A4

Word template: CEG\_Article-template.doc



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## Donation gift cheque 100x45 cm

PowerPoint template: CEG\_Donation-gift-cheque\_100x45cm.ppt

InDesign template: CEG\_Donation-gift-cheque\_100x45cm.indd



# Community Engagement Grant Templates

## Article template A4

Word template: [CEG\\_Article-template.doc](#)

POUL DUE JENSEN / GRUNDFOS  
FOUNDATION

**Headline (10 words max)**

Summary (30-40 words summarizing the main message of the article)

Body text (aim for 400-600 words, and please try to include quotes from people involved)

**Support material:** Insert pictures below

Image 1 to be used as background image behind the headline (preferably not too much white)

Image 2 to be used as thumbnail photo and in the article

Image 3 or testimonial video to be used in the article

Add photo descriptions in name of photographer for all images/videos

1. Insert description: Credit: Name Name
2. Insert description: Credit: Name Name
3. Insert description: Credit: Name Name

Please make sure all people in photos have consented!

- Photo release forms can be downloaded here: [photo release](#)

**Procedure:**  
Please send your text and original photos in email to [info@poul-due-jensen.com](mailto:info@poul-due-jensen.com)  
Articles are reviewed before publication on the foundation's website [poul-due-jensen.com](http://poul-due-jensen.com) and/or Grundfos  
site: [grundfos.com](http://grundfos.com)

Examples of existing news articles: [www.poul-due-jensen.com](http://www.poul-due-jensen.com)

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**Poul Due Jensen**  
COMMUNITY ENGAGEMENT GRANT

Date: *Insert month and year*

**EUR**  
**00,000**

**Recipient:** *Insert name of the recipient of the money*

**Amount:** *INSERT AMOUNT IN EURO (LETTERS)*

Signature

Insert name of Country President  
GRUNDFOS

Signature

Kim Nørh Skibsted  
GRUNDFOS FOUNDATION

**GRUNDFOS**

POUL DUE JENSEN / GRUNDFOS  
FOUNDATION



# Community Engagement Grant Communication examples

## Info screen slides 16:9

PowerPoint template: **CEG\_Info-screen-slides\_16-9.ppt**

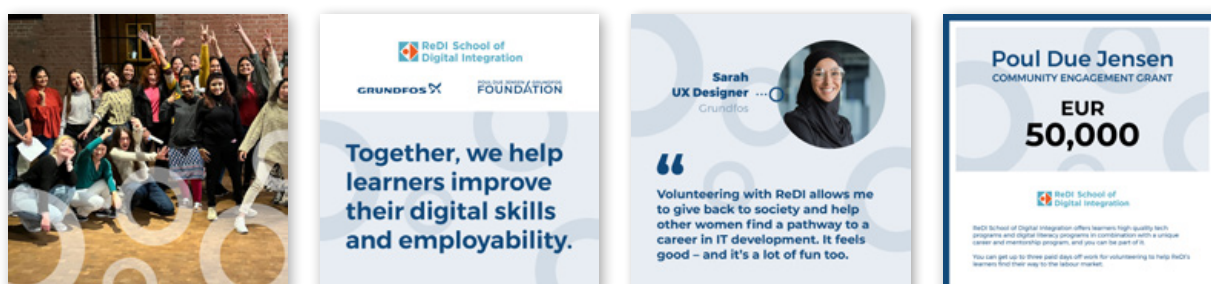
InDesign template: **CEG\_Info-screen-slides\_16-9.indd**



## Social media images 1200x1200 px

PowerPoint template: **CEG\_Social-media-images\_1200x1200px.ppt**

InDesign template: **CEG\_Social-media-images\_1200x1200px.indd**

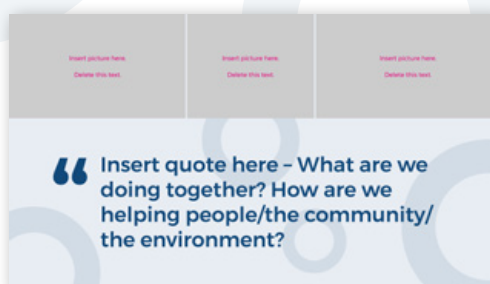


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