

Publicity & Promotion Guide

Introduction

Congratulations on your successful funding application!

Good publicity will not only raise the profile of your project and organisation, but could also enable you to acknowledge the support of those who have helped with your project, including volunteers and funders. It may also help other groups to follow in your footsteps and begin projects of their own.

If you decide to promote your project, this can be done in many different ways and so can be a little daunting at first. Our Publicity & Promotion Guide has been designed to help.

We hope you will find the following information helpful if you decide to promote your project and funding.

Writing an Article

This could be a press release for a local or national newspaper, a parish magazine or an in-house publication.

- Try to think of an 'angle' – something to get the editor interested in printing your story – perhaps your project is the first of its kind in the area/country or perhaps you have a celebrity attending your official opening.
- Contact the journalists personally to make them aware of your project. They will pick up on your enthusiasm and get a real feel for what you are trying to achieve.
- Keep it short, simple and remember who you are targeting – local, national or specialised press.
- Always check your grammar and punctuation – sometimes it's the little things that count!
- Do as the professionals do and capture the story in your first three paragraphs – if the editor cuts your story, they cut from the bottom.
- Tell the story in the headline.
- Include quotes from key people – GrantScape can provide quotations about our involvement and that of your Fund provider if required.
- Think about timing – will your article be competing for space with a major local or national event?
- A good place to start can be reading other articles to see how they have been put together. Try your local newspaper or have a look at our newsletters on www.grantscape.org.uk
- If you want to mention GrantScape's support and that of your Fund provider, you could simply say: ...thanks to GrantScape for a grant of [£xx], provided by [insert name of Fund provider]...Organisations looking to find out more about GrantScape can visit www.grantscape.org.uk.
- Remember to include Editors Notes (at the end of this document) with your press release.

Logos

Logos can be used in a variety of different ways. Some ideas are listed below:

- Printed materials - newsletters/leaflets/posters/flyers
- Opening event items - banners/t-shirts
- Permanent signs or interpretation boards at your project site

We can email you the GrantScape logo in various formats with a specification sheet which includes details on pantone colours and using the logo in black and white.

The logo of the organisation that provided GrantScape with the funds to support your project (your Fund provider) can also be emailed to you.

All logos can be sent on a CD if preferable, just contact the Grant Support Team who will be happy to help.

Site Plaques

We can provide you with a GrantScape durable metal site plaque to display at your project site. These are 24 x 15cm and are suitable for both indoor and outdoor use. They will be supplied along with 4 screws that should be used to attach the plaque.

If you require a site plaque please contact the Grant Support Team who will be happy to help.

Opening Event

Holding an opening event can be a great way to let everyone know what you have achieved. Remember to include the following people on your invitation list:

- The local press
- A local dignitary/MP/local Councillor/celebrity to officiate
- The community – get them involved by inviting local groups and schools
- GrantScape and your Fund provider
- Other funders

Photographs

Take good quality digital photographs throughout your project.

If they are at least 4 megapixels we may be able to use them in our newsletter, OutLook or on the GrantScape website on our News & Events page.

TV and Radio

You could approach your local radio or TV news stations to see if they would like to cover your project. If you do, make sure you consider the following:

- Will the piece be live or recorded
- Will you know the questions/programme format in advance so you can prepare
- Who is the best person to be interviewed – it may not be the most senior staff member but the person who has delivered the project, a local person who started the project or a volunteer

Websites

You could put a feature on your website about the project. Remember to include photographs to make the story more eye-catching, perhaps using before and after shots or photos from an opening event.

You may want to provide a link directly to our website and the websites of other funders, so other organisations can find out how to get funding for their projects.

If you don't have a website, perhaps your Local Authority or another voluntary or community organisation may like to include a story on their website on your behalf.

Other Sources of Help

If PR is going to become a regular feature for your organisation, why not consider contacting your local college to see if they offer any media-related courses? Your local library should be able to offer books on the subject and don't forget the internet!

Also, if you are thinking of producing a regular e-newsletter then our subsidiary, GrantScape Services Limited can help. For more information please contact us on 01908 545780.

Editors Notes

GrantScape is a grant-making charity committed to improving our natural environment and the quality of life of local communities through its grant programmes in England and Wales.

GrantScape has a long heritage of grant making, with grants totalling over £70 million having been awarded to deserving projects since 1998.

GrantScape also manages grant programmes on behalf of other Fund providers and is keen to develop this service in the future. Surpluses generated will be ploughed back into GrantScape's own grant-making programme, thereby "Making every penny count".

GrantScape's trading subsidiary, GrantScape Services Ltd, also offers professional project management and fundraising services to groups requiring support with these activities.

For more information, please contact:

The Grant Support Team

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