

A guide to achieving maximum  
publicity for your project



LOTTERY FUNDED

# Promoting your project



Congratulations on getting a grant from the Big Lottery Fund.

This booklet explains how you can publicise your project so that people know who you are, what you do and how people can benefit from your project. It is important that you tell them about your funding from the Big Lottery Fund so people support the Lottery and can see where Lottery money is being spent in their community.

# Promoting your project

When deciding how to promote your project, ask yourself these questions:

**Who do you want to know about your project?**

**What do you want them to know?**

We are keen that you start telling people about our funding as soon as possible but please make sure that you do not do so before the press embargo date. This is when our press office will be making a formal announcement about who has received funding from us.

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## Top tips

Here are some top tips about publicising your work:

- Get organised – put together a plan of who needs to know what and how you will communicate with them.
- Think about your messages and your audiences.
- Who are you communicating with and why?
- How do you want them to feel about your project?
- Do you need their help with volunteering, fundraising, etc?

**Remember that people are interested in people. Don't neglect the human side of what you do. Personal stories are always popular, particularly if they are moving or inspiring.**

# Using our logo

It's a condition of your grant that you acknowledge our funding as widely as possible.

This means making sure that our beneficiary logo is on your website, press releases, posters, flyers and other items you produce. We give details of how to use our logo in our Grant Acknowledgement Requirements booklet. You can download a copy of this at [www.biglotteryfund.org.uk/grant-uk](http://www.biglotteryfund.org.uk/grant-uk)



# Social media

**Social media refers to the ways that people publish and share information online.**

It is an effective way of involving people in your project, sharing expertise and experience and publicising your project's activities to a wider audience.

- Join a social networking website such as Facebook or Twitter to share information and publicise your project, or you could arrange a Tweetup to meet up in person. Make sure you use #biglf on twitter and like our facebook page: [www.facebook.com/BigLotteryFund](http://www.facebook.com/BigLotteryFund)
- Upload photographs to photo-sharing sites such as Flickr. (Make sure you have got the necessary copyright from the photographer and consent from the people in the photos.) A consent form is on our website.

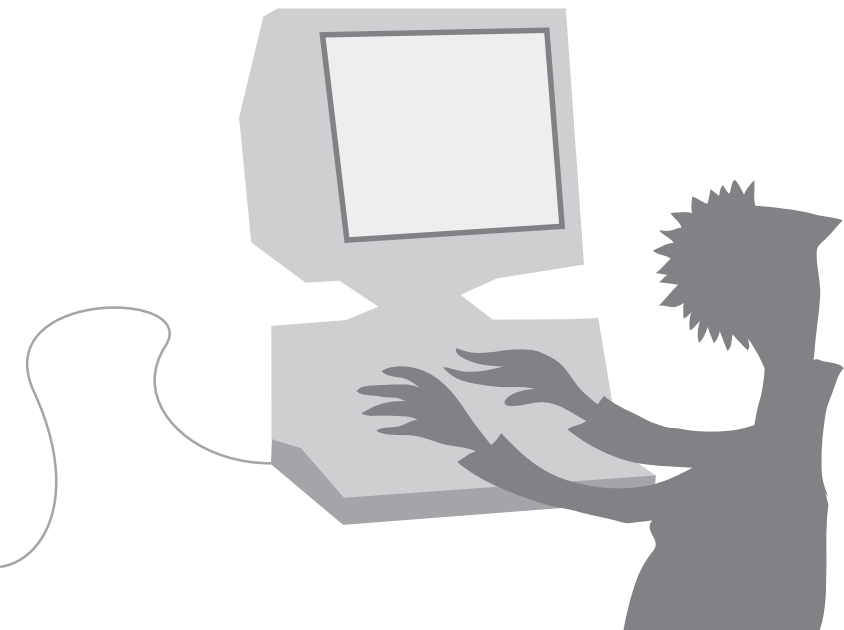
- Set up your own blog to grab people's attention and create interest in your project. Link this to your website and other relevant sites. ([www.wordpress.com](http://www.wordpress.com) is a good, easy-to-use and popular site which gives advice on developing your blog.) Posts on your blog should be tagged with relevant keywords. The use of tags makes it easier for people to find your content and quickly tell readers what a post is about.
- Produce short videos or podcasts about your project to post on networking sites such as YouTube. We would love to see/hear your videos and podcasts and link up to them so keep us informed of what you are doing. You can send them to us at the BIG regional office in your area. Contact details are on our website: [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)
- Use email with e-newsletters for updating people on your project.

You can find more detailed advice on how to use social media on our website.

# Websites

If you don't have a website already, you could try setting up a basic site, such as a blog. **www.wordpress.com** uses a template that lets you easily create a simple website and they have lots of guides to help you.

**Ask local organisations such as councils, Councils for Voluntary Service and local businesses to include information about your project on their website and include a link to your website.**



# Printed publicity

**Posters, leaflets, flyers and newsletters are all effective ways of promoting your project. They encourage people to become involved in your work and let them know about any events you have planned.**

To get maximum impact from your publicity materials:

- Think about how and where they will be used – is it appropriate for the audience you are trying to reach?
- Make sure you display them as widely as possible in your local community – local shops, supermarkets, libraries, recreation centres and health centres are all places where large numbers of people go.
- Remember to use our beneficiary logo on anything you produce.

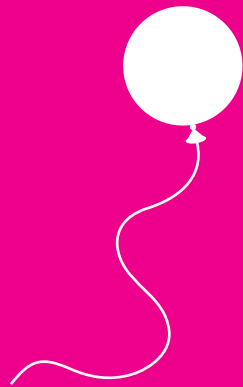
To help you create your own materials, we have created some templates incorporating our logo which you can download from our website:

**[www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)**



Holding an event will raise awareness of your project among local people.

Holding an event



**It's a good idea to invite key people from your community such as councillors, your MP and the press as well as all the people involved in setting up your project.**

An opening event could also give you the opportunity to network and build contacts, and also lead to further funding opportunities for your organisation or others within the community.

Below are some examples of the events you can hold:

- Arrange a launch event for your project to let the local community and press know what you will be doing.
- Hold an open day to involve people in your project.
- Celebrate the completion of your project, for example, building refurbishment, new facilities, the end of a programme of activities.



Using press, TV and radio is an effective way of promoting your project.

Using  
the media

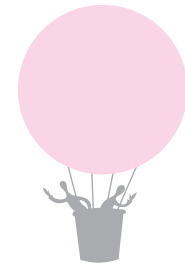
#### Here's what you should do:

- Send out press releases to local and regional media including community magazines and newsletters to tell them about your funding and the good work you do. If you have produced a podcast or film include a link to it as the local media are more likely to use your story.
- Contact local press, broadcasters and social media channels to encourage them to champion your project with regular new items.
- Arrange a photocall – this could be linked to an event you are holding, or simply to highlight a key stage in your project. Don't forget to get the consent of parents or guardians of any children being photographed.

There is advice on contacting the media and writing press releases on our website as well as tips on getting the most from photocalls.

You can also download a photo consent form for children from our website.

**Contact local press and radio stations and encourage them to champion your project with regular new items.**



Engaging a celebrity to support your organisation and help raise its profile could be a huge boost for your organisation.

# Celebrity support

**If you are planning on using a celebrity, you might want to consider the following:**

- Do you have shared values? Read celebrity magazines and columns on their interests and try to find out about the types of events they attend.
- Is the person controversial? If so, you may want to avoid using them as it could be detrimental to your project.
- How much time do you want from your celebrity and do they have a role? For example, would you like them to represent your campaign, open an event or speak on behalf of your campaign?

You can consult [www.mediatrust.org](http://www.mediatrust.org) and [www.askcharity.org.uk](http://www.askcharity.org.uk) for advice on approaching high profile celebrities.

**Do you have shared values? Read celebrity magazines and columns on their interests.**



# Where to get help

You can get advice and support with publicising your project from your regional BIG office. You will find the contact details for your local office on our website.

We can help with advice on:

- Working with the media
- Writing press releases
- Organising events
- Using online and social media.

Please check our website regularly for the latest information and resources to help you to promote your project.



## Contact details

branding@biglotteryfund.org.uk  
www.biglotteryfund.org.uk

## Accessibility

Please contact us to discuss any specific communication needs you have.

## Our equality principles

Promoting accessibility, valuing cultural diversity, promoting participation, promoting equality of opportunity, promoting inclusive communities, reducing disadvantage and exclusion. Please visit our website for more information.

## Our mission

We are committed to bringing real improvements to communities and the lives of people most in need.

## Our values

- Being supportive and helpful
- Making best use of Lottery money
- Using knowledge and evidence

[www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

