

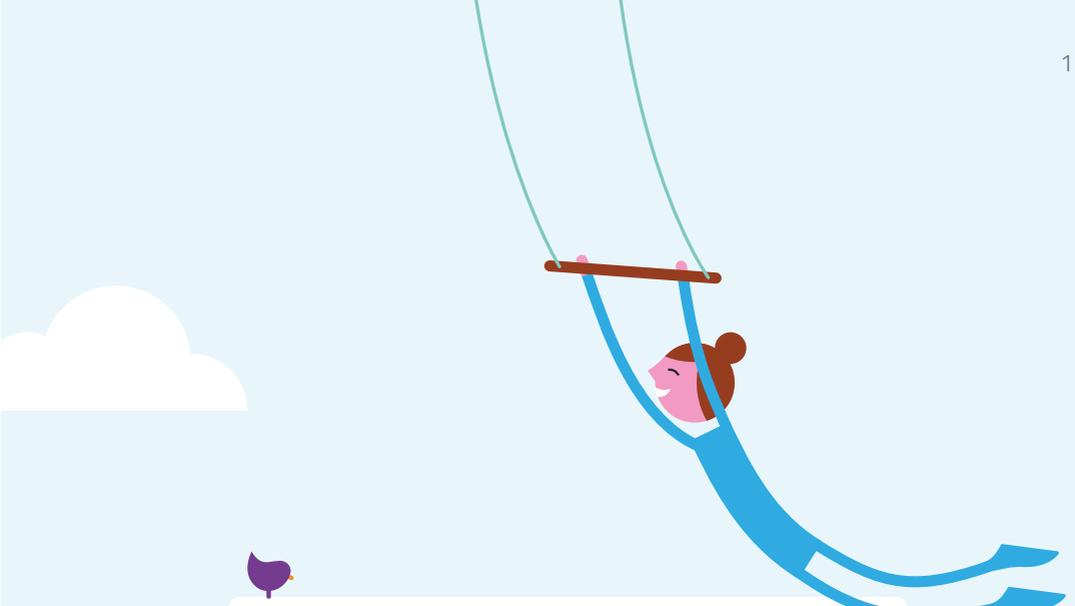


Congratulations on getting a grant from the Big Lottery Fund.

We want you to promote your project as widely as possible and we have written this guide to help you do this.

Promoting your project is important:

- ✓ it can attract beneficiaries or users to your services or facilities
- ✓ it can attract support for your project in your community
- ✓ it helps link your project with others so you can share best practice, ideas and support each other
- ✓ it can help to ensure your project is as successful as possible and that you attract further funding and support when our grant finishes.



Top tips about publicising your work:

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

Including our logo

We need you to promote the Lottery funding of your project. This means making sure that our beneficiary logo is on your website, press releases, posters, flyers and other items that you produce. We give details of how to use our logo in our Grant acknowledgement requirements booklet. You were sent this with your grant offer and you can also find this in the Funding section of our website.

Using our logo on your materials:

- encourages others to apply for funding
- adds kudos to your project by showing it is funded by the National Lottery
- Lottery players get a positive association with your work if they know they helped to fund it
- encourages public support for the Lottery when people see the difference it makes.

Word of mouth

Word of mouth is a great way of spreading information. Talk to your neighbours, friends and other people in your community about your project and what you want to achieve. Let people know that your services are available for them to use. You may even be able to attract volunteers.

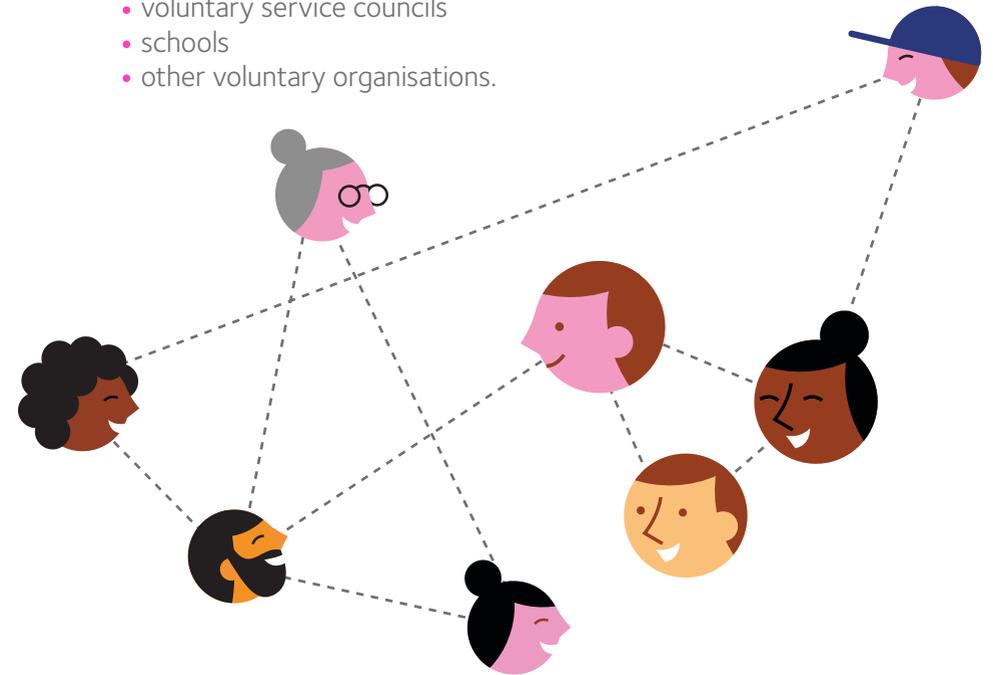


Networking

There are people and organisations who can help you deliver a successful project and who can influence local decision-making. Working with other organisations can help develop your project and they may be able to promote you through their own newsletters and websites.

People you could work with include:

- businesses in your area
- community groups and residents' associations
- voluntary service councils
- schools
- other voluntary organisations.



Speak to your local decision makers too, for example MPs, AMs, MSPs MEPs. Contact them and let them know what you hope to achieve. If you can get them to come to your launch or opening it may also help you get some press coverage.

Websites

If you don't have a website already you can set up a basic one. **www.wordpress.com** has a template that lets you easily create a simple website and they have lots of guides to help you. Ask organisations such as your local council, Council for Voluntary Service and local businesses to include information about your project on their websites with a link back to yours. Consider putting an entry for your project on local listings websites for services in your area. Make sure you include practical details such as opening hours, contact details and directions.

Social media

Creating a presence for your organisation on social networking websites such as **Twitter** or **Facebook** is a great way to share information and publicise your project. Best of all it's free. You don't need specialist knowledge to maintain your presence on most social networking sites. However, it is important to make sure your profile is up to date, engaging and accurate or people will lose interest in it. Make sure someone at your project is responsible for managing your presence on these sites. You might want to consider a member of staff or volunteer who already uses social media in their personal life and has a real passion for it.



@BigLotteryFund



We'd love to hear about and share the great work you are doing with our funding. Follow @BigLotteryFund on Twitter and join in the conversation using the #biglf hashtag in your tweets. Alternatively, find us on Facebook by searching 'Big Lottery Fund'. We want to help celebrate your project's success so do let us know how things are going so we can post comments too.

Upload photographs to photo-sharing sites, such as **Flickr**, **Pinterest** and **instagram** to show people what your project is about. If your photographs feature members of the public make sure that they have given their permission for them to be used. You can download a photo consent form from the funding area of our website.

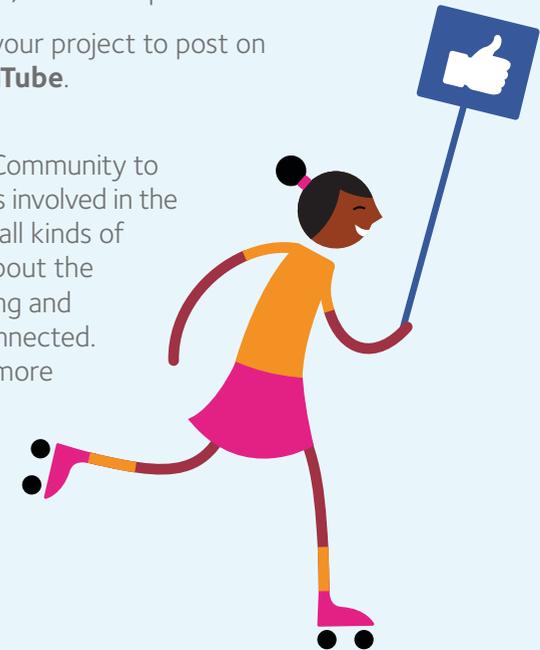
Blogs

Think of a blog as a diary for your project. It will grab people's attention and capture interest in your project (wordpress.com is a good, easy to use site which gives advice on developing a blog). You can also raise your profile and engage with other people by following blogs that are of interest or relevant to your own and by posting comments, ideas and questions on them.

Produce short videos about your project to post on networking sites such as **YouTube**.

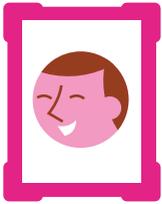
Online Community

We are developing an online Community to bring together everyone who's involved in the projects we support. There's all kinds of resources to find out more about the amazing work people are doing and great opportunities to get connected. Visit our website to find out more about it.



Press and media

The press, TV and radio are an effective way of promoting your project. They can reach a large audience in a short time, which is why it is important you provide clear and accurate information. The media that is most likely to benefit your project is your local newspaper.



Real people and their stories are the most interesting for readers. Find someone in your community whose life has been changed for the better by your project. Interview them about their situation, how they feel now and get their permission to quote them in press releases.

Get some good photos taken or even consider making a video they could feature in. Don't forget that staff and volunteers can be a story too.

A well-written press release is valuable for local papers, especially if it's accompanied by a great photograph or a short film (local papers are often online too). Don't forget to keep it current. Whatever the story is about needs to have happened since the last edition of the paper – something that happened a month ago isn't news.



If you're trying to get a journalist to come to an event you need to give them a good reason to come along. What will be there for them that they can't pick up from your press release? Will they be able to interview or photograph users? Will there be celebrities?

A good press release can have a big impact. Other media will keep an eye on what your local paper is reporting and pick up on interesting or novel approaches, so the right story with the right characters could get you featured on the radio or bring TV cameras to your project. That exposure in 'bigger' media can be valuable at the time, because it gets you noticed by more people. It also gives you credibility for a long time afterwards. Make sure you link from your website to the story or video on the website of the news organisation that featured you and let your supporters, staff and beneficiaries know. You can use social media to increase awareness of the story too.

Note:

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.



Press action plan – here's what to do:

Send out press releases to local and regional media including community news websites, magazines and newsletters to tell them about your funding and the good work you do. Before you do this compile a list of how your local media likes to receive information and ensure you provide it in the format they want – they are more likely to use it if you do. Also find out their weekly press deadlines to ensure you get it to them in time. If you have produced a podcast or film include a link to it as the local media are more likely to use your story. We have press release templates in the Funding area of our website to help you.

Contact local press, broadcasters and social media channels to encourage them to champion your project with regular news items.

Arrange a photo-call – 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 consent from parents or guardians of any children or vulnerable adults being photographed.

If a national newspaper or broadcast outlet shows interest in your project please let us know. We can help you with extra support and information that could help the reporter or researcher to tell your story.



Printed materials

Leaflets, posters and newsletters can be effective ways to promote your project. Ask supermarkets, local shops, libraries, council offices, recreation centres and health centres if they are happy to display this material for you. To avoid paying for piles of leaflets that end up in the recycling get an idea of how many you may need before printing.

To get maximum impact from your print materials:

- think about how and where they will be used– is it appropriate for the audience you are trying to reach?
- make sure you include contact details and your website
- display them as widely as possible in your local community
- include our beneficiary logo on anything you produce
- to help you create your own materials we have designed some templates incorporating our logo which you can download from our website.



Events

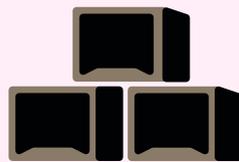
Holding an event will raise awareness of your project among local people. It can also give you the opportunity to network and build contacts and possibly lead to further funding opportunities for your organisation or others within the community. It is a good idea to invite the key people from your community such as councillors, your MP, MSP, AM or MEP and the press as well as all the people involved in setting up your project.

Below are some examples of the events you can hold:

- a launch event for your project to let the local community and press know what you will be doing
- an open day to involve people in your project or to celebrate a milestone for your project.

Celebrity support for your organisation could help raise its profile, especially if they come to an event. Think about how much time you want from them and what role you want them to play in your project. For advice on approaching high profile celebrities, two good places to start are the Media Trust (www.mediatrust.org) and Ask Charity (www.askcharity.org.uk). Remember if you want speakers, press or celebrities to come, you must get dates in people's diaries as early as possible.

To keep costs down see if you can borrow equipment or space, for example, from organisations such as a school, church hall or local pub. Check all equipment before use. You need to be aware of health and safety regulations. Your local council can advise you about these.



Photography and film

The best way to show what Lottery money is funding is by showing what your group does. Posed photos of people looking at the camera don't convey your project's work so well and are less likely to be used by the media or to put on your own social media or website. If you are doing any transformative work, such as creating a community garden, renovating a building or transforming waste land, film or photograph the progress and change you've made. This makes great material for a blog or story for the press. Include people too – such as your volunteers and the people using your services.

If you hire a professional photographer or film company discuss your project with them and also the type of shots you are looking for and how they will be shared or published. Let them know the environment they will be working in. The more they know about the people, setting, how the photographs or film will be used and what format you will require the better the images you will get. Professional photographers and film companies can be expensive so it is also worth asking around your staff, supporters or volunteers to see if any of them are keen amateurs who can do this for free.

Consent

You must get consent from parents or guardians of any person under 18 or vulnerable adults that you intend to photograph or film. Make it clear where the photographs or film will be used. You can download a consent form from our website. Ensure that they are signed and dated.



Measuring your impact

It is a good idea to measure the impact your project has had. This can not only help you improve or attract more funding, but you can share what worked with other projects too. Your findings and any learning or statistics can also be included in your publicity or be the story itself. There is information about how to measure impact on our website.

More information

We can give you help and advice on publicity. There is more information on our website and our online community will be a forum for sharing ideas from other projects.

Visit our website at www.biglotteryfund.org.uk/funding

We wish you every success
with your project.



Tell: Publicity guidance booklet
Stock code: BIG-PROMOENG

Further copies available from:

Email: general.enquiries@biglotteryfund.org.uk

Phone: 0845 4 10 20 30

Text Relay: 18001 plus 0845 4 10 20 30

(for those with a hearing or speech impairment)

Website: www.biglotteryfund.org.uk

Accessibility

Please contact us to discuss any particular communications needs you may have.

We care about the environment

The Big Lottery Fund seeks to minimise its negative environmental impact and only uses sustainable resources.

Our mission

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

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