

One of the conditions of accepting a grant from Awards for All is that you must publicly acknowledge our funding. This is so the public know that their Lottery money has gone into their community and helped you. We have put together this leaflet to help you to do this.

By accepting the grant, you have agreed that you will use our logo and mention us in any publicity you generate.



Only projects that have received a grant from us can use our beneficiary logo. We hope that you will use it widely and regard it as a visual recognition of your success.

This leaflet describes the different ways you can use our logo. You can also find more information on the Awards for All website: www.awardsforall.org.uk This will tell you how to use the logo artwork if you want to include it on a website, in an advert, on publicity materials, on your letterhead or in a publication. This artwork and guidance document are available in a range of electronic formats on our website.

We also produce a range of items that you can order free of charge to publicise your grant. An order form is available with this pack but we also produce new items regularly so check on the Awards for All website for any updates.

We have display banners and merchandise that can be used at events, such as project openings and press calls. If you would like to use these, fill in the relevant section of the form that comes with this leaflet. The form is also available on our website.

Our logo

The Awards for All logo is called the beneficiary logo, because only those who have received a grant may use it.

Where to use our logo

If your award is over £2,000 and have permanent premises, we would like you to display a plaque where visitors can see it. If you can't display a plaque we can also supply you with a certificate which is less permanent.



LOTTERY FUNDED

Correct reproduction

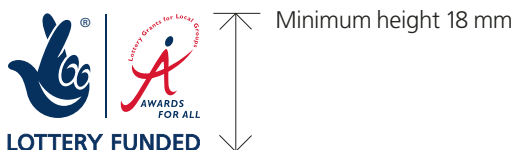
Our logo must be easily visible and conform to minimum size and exclusion zone guidance. When you use our logo in print, make sure it is at least 18mm high to ensure it is legible. An exclusion zone is the space around the logo where you should not place any other images or text to ensure it is uncluttered and legible. When using the logo on your website or electronically please use it so it can be clearly read.

Websites

If you have a website, you must include our logo on it. We would also like you to include a link to our website, so more people know who we are and how they can apply for funding. You should use the GIF or JPEG formats that can be downloaded from the Awards for All website. Please ensure that the logo is used at a size that is readable on screen.

Equipment

If you used your grant to buy equipment or a vehicle, you must put the beneficiary logo on it. We produce permanent vinyl stickers in a range of sizes suitable for most uses. These stickers must be placed in a prominent position.



If it is not possible to affix a sticker, you need to acknowledge our contribution by some other means, for example by mounting a plaque or certificate nearby or mentioning us on your website. However you need to discuss this with us first.

Publications and print

Everyone who has had a grant from us must acknowledge the support of the National Lottery when producing any form of promotional or publicity material, including press releases, leaflets, posters and brochures. If you produce an annual report, we would like to see our logo included somewhere within it.

Letterhead, posters for events, flyers, press releases

Our logo must go on advertising for events and job advertisements if a job is funded by your Awards for All grant. If you do not have enough space to use the logo at the correct minimum size, you can use the following text:

Funded by the National Lottery through Awards for All.

Visual recognition at events

Your Awards for All grant must be acknowledged at any event you host, particularly if the media will be there.

There are a number of ways you can use our logo and our branding team will be able to advise you. You can find more information on events in our publicity guidelines in this booklet. There is also a copy on the Awards for All website.

Monitoring

We will use these guidelines when monitoring your grant and will look for appropriate visual recognition of our grant when assessing the progress of your project. This is part of our compliance monitoring procedures, as set out in your contract.

Other funders

Many Awards for All recipients also receive funding from other sources and are expected to use several logos.

You must acknowledge our contribution even if other funders say they want sole recognition.

Additional ideas and approaches

Our logo has been designed for your use and we encourage you to be creative in how you display it. If you would like to discuss any ideas you have please contact the brand team at branding@biglotteryfund.org.uk

Contact details

If you need any help or have any questions about whether you should include our logo please call us for advice at 0845 600 20 40.

Publicity guidelines

Publicity is important. It allows your project to tell people who you are, what you are doing and how their community will benefit. It is also important to let people know about Awards for All to encourage others to apply. We have created these guidelines to help you meet these objectives.

To get positive publicity you should:

Be clear about your objectives

Before you start, think about your objectives for any publicity, and ask yourself these questions:

- ▶ Why are you going to do it?
- ▶ What do you want to achieve?
- ▶ What are the key messages?
- ▶ Is now the right time?

- ▶ Have you got enough people to do it?
- ▶ Who is the target audience?

Plan what you want to do

- ▶ Timing is important. You may want to get publicity in weekly evening and daily papers, so be aware of the days and times they are published and their editorial deadlines.
- ▶ Be realistic about how much time and effort is needed to write a news release and nominate a spokesperson.
- ▶ Make sure that your announcement is not before the Awards for All embargo date. An embargo means that the information cannot be made public before the specified time on the press release. Using embargoes helps because it means the media can get the information in advance of the event, enabling them to plan.

Involve people

- ▶ Share ideas for publicity with members of your group and encourage their input.
- ▶ Agree what the key messages will be.
- ▶ Before you send a news release to the press, ask someone to read it to check for spelling mistakes and factual accuracy. Check that you have included the time, date and place of any event or launch.
- ▶ Before you invite journalists to visit your site, ask members of your group if they want to be there and get involved by having their photograph taken or be interviewed. It is important that you ensure you have permission to photograph people – especially children.

Invite the press

- ▶ Send the press a news release by fax or email.
- ▶ Follow up the news release: phone the newsdesk to check they've got the news release, and will be coming to your event.

- ▶ Be there to meet the press and introduce them to everyone who has a good story.
- ▶ Make sure that you have given them the key messages about the project.

Monitor the results

- ▶ It is essential for you to do this part of publicity so you can judge what did and did not work for future efforts.

Working with the media

Local newspaper journalists are sent dozens of news releases every day. To get yours to stand out follow these tips:

- ▶ Ensure that the news angle is in the introduction to your press release. Remember: WHO, WHAT, WHY, WHEN, WHERE, HOW.
- ▶ Keep it short and simple but make sure that all the facts are there.
- ▶ As much as possible try to find the human-interest angle and back it up with a quote. For example, include quotes from those who will benefit from this funding within your community.

- ▶ Contact numbers should be included on the release if more information is required.
- ▶ Include our beneficiary logo on your press release. This can be downloaded from the Awards for All website: www.awardsforall.org.uk
- ▶ If you are planning an announcement or launch, ensure that it meets the deadlines of the newspapers in your area. The Awards for All website: www.awardsforall.org.uk has press releases (in the news sections) if you need any more help.

How to be a good press interviewee

- ▶ Know your audience – make sure you know who you are doing the interview for.
- ▶ Decide two or three key messages that you want to put across to achieve your objective, for example, how the funding will benefit your organisation.
- ▶ Consider what questions you are likely to be asked and how you will answer them.
- ▶ Paint a picture – avoid statistics or long lists.

- ▶ Avoid jargon or technical language.
- ▶ If you do not understand a question, ask the journalist to repeat or explain it. Do not be drawn on topics you know nothing about.

How to sound good on radio

Follow the guidelines for press interviews outlined above, and check if the interview is live or recorded.

- ▶ Your tone needs to match your message.
- ▶ Talk to the interviewer and make eye contact with them, ignore the microphone.
- ▶ Let your natural enthusiasm come over – this is one of your main strengths.

Grant acknowledgement

- ▶ The Awards for All logo should appear on news releases. This can be downloaded from the website. www.awardsforall.org.uk
- ▶ Your group has agreed to co-operate with Awards for All in publicising your project and we would like to encourage you to send us your photographs to help us to achieve this.

It is important that all individuals who have their photo taken are aware that their photographs may be used for promotional materials and that they give their consent for such use. For photographs of children, you must get written consent from their parents or guardian before photographs are taken.

- ▶ Try to ensure that our logo is clearly visible in the photos. This can be achieved by using our grant acknowledgement materials, like our plaques.

If you are having a big event, complete the form with this leaflet and return it to us. Our regional teams may be able to lend you some support or provide some items for you to use.

If you have any questions about making an announcement, email pressoffice@awardsforall.org.uk