



Grants Fund
Gosport Voluntary Action
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Draft Branding & Publicity Guidance

It is very important that you share the good news about your funding and let the community know how they are improving local lives by playing the Gosport Community Lottery. These guidelines will help you to share your success and recognise the contribution the Gosport Community Lottery players have made.

1. The Gosport Community Fund Logo

To help people involved with your project understand that it's been supported by players of the Gosport Community Lottery, we ask that you use our logo somewhere visible. You can put the logo on your website, wall, equipment, newsletters and marketing materials such as posters and flyers.



- ✓ Keep the same proportions if resizing the logo
- ✓ Use only the full colour, black or white logo
- ✓ Make sure when printed the logo is large enough to read the text
- × Don't change the colour of the logo, rotate, distort or change proportions
- × Don't place on a busy background or full colour background providing poor contrast

2. Social Media

Social media channels such as Facebook and Twitter are great ways of publicising your grant and the work that you do.

If you use social media, we would like you to:

- a) **Share your grant news on social media, thanking Gosport Community Lottery players**
- b) **Follow Gosport Community Lottery on social media: we're on Facebook and Twitter**
- c) **Use social media to share news of your project throughout your grant**

We can then share your stories with the wider Gosport community!

Please always acknowledge Gosport Community Lottery players' support by using the **#Gosportlottery** hashtag when posting content related to your grant. You can also tag us into your posts @GosportLottery.

3. Local Press

Being awarded Gosport Community Lottery funding is a huge achievement and great news for your organisation. Local newspapers and radio stations will be interested to hear your news. They can help you tell your story and raise awareness in the community. This is also an important opportunity to thank Gosport Community Lottery players for making your work possible.

1. Identify your media target, e.g. The News, The Globe, free magazines such as Coastline and and even local radio.
2. Draft a press release. Think about things such as: How the grant will make a difference to the people you work with, how it will improve their lives and how it will improve the whole community.
3. Include an image. A high quality image can really improve your chance of gaining publicity. Think about what you want the photo to say about your project - think about the setting and who to include in the photo. Make sure you provide the names of everyone in the photo and make clear who is who to help the newspaper caption the image properly.
4. Send the press release together with your image to the press contact and be sure the subject to include your contact details.
5. Follow up with a phone call. Journalists receive a lot of press releases each day so it may help if you give them a quick call to highlight your news.
6. Tell us about your success stories. We'd love to hear about your media coverage, please do share details with us by emailing grants@gva.org.uk.

4. Getting Support

Gosport Voluntary Action's Community Engagement Team are on hand to help you with your publicity and branding. Please get in touch if you have any questions or need further information. Please phone 02392 583836 or email grants@gva.org.uk.