



# Communications guide for projects funded by Comic Relief COVID-19 Community Fund (Norfolk & Suffolk)

## Introduction

We encourage you to promote your success in securing a grant through the Comic Relief COVID-19 Community Fund (Norfolk & Suffolk) and have provided some handy tips to help you. You can do this through the local media, social media and online, and this guidance lets you know how to use Groundwork UK and Comic Relief branding.

## Requests for communications support

Comic Relief is a fundraising and awareness raising organisation and uses the media to publicise the activities it funds. Groundwork UK is managing this fund on behalf of Comic Relief and is committed to gathering inspirational stories to show the impact that the funding has had on organisations and the people they serve. From time to time, we will be promoting the availability and impact of the Comic Relief COVID-19 Community Fund (Norfolk & Suffolk) and may contact you to showcase your grant as part of this activity. The promotional activity we may ask you to take part in may include (but is not limited to):

- Hosting a Comic Relief camera crew
- Hosting a visit of Senior Comic Relief and Groundwork UK Officers
- Hosting a media event
- Hosting a professional photographer (at no cost to you) to take promotional images
- Developing a case study of your grant activities for use on our website or in social media



## PR & Press

We want to help you celebrate and commemorate your grant. However, your grant should not be publicly announced until you have met all of the conditions of your Award and had this confirmed by your Grants Officer.

Once you have received this you are then free to promote the grant in line with your Terms and Conditions and this guide. Local media is a great way of raising support and awareness for your grant activities. To help you do this, you may wish to issue a press release to announce your organisation has received funding from the Comic Relief COVID-19 Community Fund (Norfolk & Suffolk). If you would like to issue a press release about your involvement an example template is included on the documents page, which you can adapt and use yourself – simply fill in your information and find your local media contacts through a quick Google search.

Please share a copy of any draft press release with us for review prior to issue.

Please share your press releases with us at: [comicroelief@groundwork.org.uk](mailto:comicroelief@groundwork.org.uk)

## Social media

Social media (Twitter, Facebook, Instagram etc.) is a good way to spread the word about you're the activities you deliver through this grant. **Top tip:** pictures and videos help make people interested and share your message. It's also a good idea to take a 'before' picture if relevant, so you can show the difference the grant has made.

You can spread the word about your grant activities this way and to help we have some produced example text for you to use:

- Absolutely delighted to have been awarded a £[INSERT AMOUNT] grant from #CRCommunity
- We'll be using our £[INSERT AMOUNT] #CRCommunity to [DETAILS OF PROJECT]. Find out more about the grants here: <https://www.groundwork.org.uk/comic-relief-apply-for-a-covid-19-community-grant/>



These are just examples so please feel free to come up with some of your own. You could also include images from your activities to show how the grant will help. Please use the hashtag #CRCommunity when talking about the grant on social media.

## **Project photography and film**

Groundwork UK and Comic Relief may contact you during the delivery of your grant activities to arrange for professional photography and film to be taken at your project. Any resulting photography and film may be used by Groundwork UK and Comic Relief for promotional activities linked to the Comic Relief COVID-19 Community Fund (Norfolk & Suffolk).

Please do share with us any films or photographs that you produce to promote your grant activities by emailing us. By sharing this content with us, you confirm that you have the explicit consent of anyone featured in the film or photographs for the content to be used by Groundwork and Comic Relief for promotional activities linked to the Comic Relief COVID-19 Community Fund (Norfolk & Suffolk).

## **Blog/website/newsletter**

If you have a blog, website or newsletter, you can use the following text to describe your Comic Relief COVID-19 Community Fund (Norfolk & Suffolk) grant:

- Our project has received a £[INSERT AMOUNT] grant from the Comic Relief COVID-19 Community Fund (Norfolk & Suffolk). The Comic Relief COVID-19 Community Fund (Norfolk & Suffolk) provides grants to grassroots organisations to support local grassroots organisations to respond to the needs of vulnerable individuals, families and communities during the COVID-19 crisis and recover from the impact COVID-19 has had on their services. The fund is aimed at organisations who deliver activities against at least one of Comic Relief's themes: Children Survive & Thrive; Fighting for Gender Justice; A Safe Place to Be; and Mental Health Matters.

You should always include a link back to the Funds website:

<https://www.groundwork.org.uk/comic-relief-apply-for-a-covid-19-community-grant/>



## **Logos and branding**

We have logos that you should use in relation to your project, for example on posters or reports.

The logos must not be changed in any way or than making them smaller or larger.

## **Media enquiries**

If you have any national media or journalists enquiries regarding your Comic Relief COVID-19 Community Fund (Norfolk & Suffolk) grant, we would ask that you contact us as soon as possible:

Email: [comicrelief@groundwork.org.uk](mailto:comicrelief@groundwork.org.uk) and [media@groundwork.org.uk](mailto:media@groundwork.org.uk)

## **Queries regarding your funding**

If you have any questions about receiving the funding, please contact:

Email: [comicrelief@groundwork.org.uk](mailto:comicrelief@groundwork.org.uk)