



Communications guide for projects funded by Comic Relief Community Fund (England)

Introduction

We encourage you to promote your success in securing a grant through the Comic Relief Community Fund (England) 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 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 Community Fund (England) 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 officers
- Hosting a Comic Relief Community Fund (England) panel visit
- Hosting a media event
- Hosting a professional photographer (at no cost to you) to take promotional images
- Developing a case study of your project for use on our website or in social media



PR & Press

We want to help you celebrate and commemorate your project. However, your project 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 and your project in line with your Terms and Conditions and this guide. Local media is a great way of raising support and awareness for your project. To help you do this, you may wish to issue a press release to announce your project has received funding from the Comic Relief Community Fund (England). 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 and media@groundwork.org.uk

Case studies

At Groundwork, we are always looking for stories to tell about the amazing people we work with. We would like to hear from our grant recipients about their projects and the people they support.

If you are interested in telling your story you can submit more information about your project via the below link and we will be in touch.

<https://www.surveymonkey.co.uk/r/gwk-community-stories>

Social media

Social media is a good way to spread the word about your project.

You can spread the word about your project 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/>

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

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.

Project photography and film

Groundwork and Comic Relief may contact you during the delivery of your project to arrange for professional photography and film to be taken at your project. Any resulting photography and film may be used by Groundwork and Comic Relief for promotional activities linked to the Comic Relief Community Fund (England).

Please do share with us any films or photographs that you produce to promote your project by emailing us. By sharing this content with 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 Community Fund (England).

Contacting your local MP

You can also write to your local MP with details of your Comic Relief Community Fund (England) grant and invite them to visit as this can be an excellent way of drawing your MP's attention to your project. If you're unsure of who your local MP is, you can [find a searchable database of MPs here](#).



Blog/website/newsletter

If you have a blog, website or newsletter, you can use the following text to describe your Comic Relief Community Fund (England) grant:

- Our project has received a £[INSERT AMOUNT] grant from the Comic Relief Community Fund (England). The Comic Relief Community Fund (England) provides grants to grassroots organisations to develop their capacity and deliver a project in 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/>

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 other than making them smaller or larger. If you want to use either Groundwork or Comic Relief's logo on any products or permanent locations please speak to us first.

You can download the logo via this link: <https://www.groundwork.org.uk/comic-relief-publicity-guidance/>

Events and invitations

If you would like to generate further publicity for your project and receipt of the award, you may like to consider arranging an official launch event for your project or a celebration for project beneficiaries at the end, at which Groundwork and Comic Relief may be represented. You should email us with details of the event, giving at least two weeks' notice comicroelief@groundwork.org.uk



Media enquiries

If you have any national media or journalists' enquiries regarding Comic Relief Community Fund (England) or your funded project, we would ask that you contact us as soon as possible:

Email: comicrelief@groundwork.org.uk and media@groundwork.org.uk

Telephone: 0121 237 5800

Queries regarding your funding

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

Email: comicrelief@groundwork.org.uk

Telephone: 0121 237 5800