

Communications guidance for projects funded by Rowntree's 'Free the Fund' programme

Introduction

We encourage you to promote your success in securing a grant through the Rowntree's 'Free the Fund' programme 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 Rowntree's branding.

Requests for communications support

Groundwork UK is managing this programme fund on behalf of Rowntree's and is committed to gathering inspirational stories to show the impact the grants have had.

This may mean we may contact you to request the following:

- Hosting a Rowntree's camera crew
- Hosting a visit of Senior Rowntree's and/or Groundwork representatives
- 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
- Provide content to Rowntree's, including video and images

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.

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

Example copy includes:

- Absolutely delighted to have been awarded Rowntree's 'Free the Fund' grant for £[INSERT AMOUNT].

- We'll be using our £[INSERT AMOUNT] Rowntree's 'Free the Fund' to [DETAILS OF PROJECT].

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 tag Groundwork and Rowntree's in your posts:

- Instagram: @groundworkuk
- Facebook: /groundworkuk
- LinkedIn: /groundwork

- Instagram: /rowntrees_lollies
- Facebook: /Rowntree's Lollies
- TikTok: /rowntreesicelollies

Project photography and film

Groundwork and Rowntree's 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 Rowntree's for promotional activities.

Please do share with us any films or photographs that you produce to promote your project 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 Rowntree's for promotional activities.

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 Rowntree'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/rowntrees-comms-toolkit/

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 Rowntree's may be represented. You should email us with details of the event, giving at least two weeks' notice: freethefund@groundwork.org.uk

Media enquiries

If you have any national media or journalists' enquiries regarding Rowntree's or your funded project, we ask that you contact us as soon as possible via freethefund@groundwork.org.uk and media@groundwork.org.uk

Queries regarding your funding

If you have any questions about your project or about receiving the funding, please contact: freethefund@groundwork.org.uk