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**Communications guidance for projects funded by The People’s Postcode Lottery Grassroots Grants programme**

**Introduction**

We encourage you to promote your success in securing a grant through The People’s Postcode Lottery Grassroots Grants 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 The People’s Postcode Lottery branding.

People's Postcode Lottery manages multiple society lotteries promoted by different charities supporting a range of good causes. Players of People’s Postcode Lottery have raised more than £1.4 billion for thousands of charities and local good causes to date. At least 30% of each ticket goes towards good causes and charities.

Groundwork UK is managing the ‘Grassroots Grants’ programme on behalf of The People’s Postcode Lottery.

**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. Groundwork must approve any media releases or publicity materials before they are issued.

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 People’s Postcode Lottery Grassroots Grants programme. 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.

For approval of any media releases or if you have any questions about your press release, please email media@groundwork.org.uk.

Groundwork and The People’s Postcode Lottery may contact you during the delivery of your project for assistance with press or media activity such as to take part in an interview.

**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 using this 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. To help, we have produced some example text for you to use:

“Absolutely delighted to have been awarded a Grassroots Grant for £[INSERT AMOUNT] thanks to players of People’s Postcode Lottery. #PostcodeLotteryPeople”

“We’ll be using our £[INSERT AMOUNT] Grassroots Grant to [DETAILS OF PROJECT]. Thanks to players of People’s Postcode Lottery! #PostcodeLotteryPeople”

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 #PostcodeLotteryPeople when talking about the grant on social media and tag the following accounts:

|  |  |
| --- | --- |
| Facebook | @PeoplesPostcodeLottery / @Groundwork |
| Instagram | @PeoplesPostcodeLottery / @groundwork\_uk |
| X (formerly Twitter) | @PostcodeLottery / @groundworkuk |
| Linkedin | People’s Postcode Lottery / Groundwork  |

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 The People’s Postcode Lottery 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 The People’s Postcode Lottery 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 The People’s Postcode Lottery for promotional activities.

Please email any film or photography to media@groundwork.org.uk.

**Contacting your local MP**

You can also write to your local MP with details of your People’s Postcode Lottery Grassroots 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.](https://www.parliament.uk/mps-lords-and-offices/mps/)

**Blog/website/newsletter**

If you have a blog, website or newsletter, you can use the following text to describe

your People’s Postcode Lottery Grassroots Grant.

“Our project has received a £[INSERT AMOUNT] grant from the People’s Postcode Lottery Grassroots Grant programme. The People’s Postcode Lottery is xxxx. Find out more about the People’s Postcode Lottery here: [www.postcodelottery.co.uk](http://www.postcodelottery.co.uk)”

**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 People’s Postcode Lottery logo on any

products or permanent locations please speak to us first.

You can download the logo via this link: xxxx

**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 People’s Postcode Lottery may be represented. You should email us with details of the event, giving at least two weeks’ notice: grassrootsgrants@groundwork.org.uk.

**Media enquiries**

If you have any national media or journalists’ enquiries regarding the People’s Postcode Lottery Grassroots Grant or your funded project, we would ask that you contact us as soon as possible:

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

Telephone: 01212 373640

**Queries regarding your funding**

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

contact:

Email: grassrootsgrants@groundwork.org.uk

Telephone: 01212 373640