

Thomas Deane TRUST

Making a difference

Publicity and communications in practice

Why

Thomas Deane Trust-funded projects do great work – we wouldn't be funding you otherwise. Both you as grantee and us as granter want to make the most of that work, including telling others how great it is (and also what the wrinkles were). Both you and we are usually short of resources to carry out the publicity and communications activities we'd like. But we think that, by working together, we can do more such work.

This is a general agreement, part of the standard terms and conditions. Some projects will have specific comms activity built-in; we may request others carry out such work: details will be in your offer letter. For yet other projects the amount of comms work we might expect of you will depend on the size of project and organisation. If you're in any doubt about your responsibilities don't hesitate to get in touch with us.

How

We reckon we'll get the best out of comms work if we:

- work together
- exploit existing activities.

What

The table overleaf describes the range of comms activities that we and you might be doing over the course of your project. It's unlikely that many projects will carry out the full range shown here, but as a minimum, we expect you will contribute to publicity at grant acceptance; provide a short summary version for public consumption of your final report to us; and take part in at least some social media activity. Your grant offer letter might suggest you take part in other comms work, and this would be open to negotiation.

Possible communications activities

Note	Opportunity	Activity	Responsibilities [1]
1.1	Grant offer and acceptance	Publicity release; events; launches	<ul style="list-style-type: none"> TDT and grantee to agree a short text describing the <i>project</i> and what TDT's funding is enabling (the "project paragraph") Each of TDT and grantee to supply a paragraph describing their <i>organisation</i> in the context of this grant (the "TDT paragraph"/ "the grantee paragraph")
1.2	Major milestones	Publicity release; events; launches	<ul style="list-style-type: none"> TDT and grantee to agree a short text describing the <i>activity</i> and what TDT's funding has enabled (the "activity paragraph")
1.3	Leaflets and flyers	Specific to the project	<ul style="list-style-type: none"> Grantee to use grantee logo on leaflets and flyers. Where possible, please also include the TDT paragraph
2.1	Dissemination	Reporting	<ul style="list-style-type: none"> Grantee to publicise the results of their work – positive and negative – as agreed in grant offer letter; and to include the TDT paragraph. Where helpful, TDT may be able to supply a longer text (for example, a foreword to a report) TDT can add suitable material (or links to it) on our website.
3.1	Twitter	Ongoing coverage	<ul style="list-style-type: none"> TDT and grantee to follow each other.
3.2	Facebook	Ongoing coverage	Details to follow
3.3	Other social media	Blogs, etc	<ul style="list-style-type: none"> TDT to offer space/links on its website Grantees to offer material, eg blogs etc
4.1	Newsletters	Ongoing activity	<ul style="list-style-type: none"> Grantee to use grantee logo on organisation's newsletters during the grant period, together with the TDT paragraph on any newsletters specific to the project

Notes to table

- [1] We had to get a special dispensation to use our initials (TDT) in this document. In general we abhor the use of our initials and insist that Thomas Deane Trust (note: no initial article) is always spelled out in full. For our dispensation we argued 1) this is a technical document, not comms activity; 2) we used the initials only in the table, where spelling out in full would have made the table unduly wieldy so reducing readability.

1.1 1.2 Publicity releases

The timing of an initial publicity release about the grantee's project and Thomas Deane Trust's role in enabling it is particularly important. Grants from a particular round of funding are unlikely to be confirmed in a single batch, and releases must not give the impression that other projects may or may not have received funding.

In general, a grantee publicity release describing the project and Thomas Deane Trust's role in it may be sent out only once the grant period (see your grant offer letter and grant agreement) begins. Its main purpose, of course, is to publicise the project and organisation – but it should also acknowledge the granter in the following manner:

[where Thomas Deane Trust is the sole funder, or the named funder of part of the project]
“The [project] [or spell out the relevant elements of the project] is funded by Thomas Deane Trust.”

[where Thomas Deane Trust is one of a number of funders contributing to the project as a whole: “The [project] is supported by [list the funders, in order of their financial contribution].”

Please include the following paragraph (the “Thomas Deane Trust paragraph”) in the Notes to Editors:

“Thomas Deane Trust is a very small family-run grant-giving charity. By 2020 it will have invested in a small number of projects in the fields of environment, community music, advice work, and end of life care that it expects will make a difference.

W: www.ThomasDeaneTrust.org “

We can also provide specific quotes for grantees’ press releases if required.

We are likely to issue our own publicity releases, too, covering either a single project or a number of them. Such releases would follow the rules above: not released until a project’s grant period has begun; including both the Thomas Deane Trust paragraph and the project paragraph; plus an extended form of the Notes to Editors. We would agree any significant enlargement of the project paragraph with you.

1.3 (and other places) Logo

See Logo use, below

2.1 Dissemination

An ugly word for the rather beautiful activity of sharing your learnings with others. Your project will make a difference, make change, in and for your participants. That difference can be multiplied through appropriate dissemination of your work through reports, conferences, evaluations, videos, and more. We can help by distributing suitable material on our website, and by suggesting other suitable links.

“Dissemination” can be as small as a single tweet:

“@thomasDeaneTrst painting or photography, music or mosaics? Today I learned it doesn’t matter much: every activity unlocks a different facet in individuals.”

Or as large as a 200-page research report.

“But what’s this about full and frank disclosure in my reports?” you ask, “I’ll never get funding again if I fess up to all that went wrong in the project.” “Stay cool,” we reply. “We understand these sensitivities, and we’re sure we’ll be able to negotiate suitable compromises.”

We welcome any suggestions for publicising funded projects, such as blogs, and we may ask you to write up findings as your project progresses.

We always like relevant still or moving images to include on our website. And people make the best images of all – subject of course to appropriate permissions and safeguarding rules.

Where dissemination is a significant element of your project we may wish to approve materials before publication; see your grant offer letter.

3.1 Twitter

We'll follow you if you'll follow us. Include our twitter name in (relevant) tweets (@ThomasDeaneTrst note abbreviation) and we'll do the same for you.

Logo use

We encourage you to use a Thomas Deane Trust logo on your publicity materials as described above. Please do not try to capture a logo from our website or elsewhere: we have a special version (the "supported by" logo) for grantees which we'll send you after we have received your grant acceptance letter. This version is a Jpeg, but other versions may be available if this doesn't suit.

Specifications

Please follow these specs.

Colour specs for Thomas Deane Trust brown

- RGB 149/55/53
- Pantone 492
- CMYK 12/84/53/44

Minimum sizes

These depend to some extent on the type and size of material, and the appropriate prominence each funder should get:

- All materials A4 or larger: absolute minimum 50mm wide
- A5 booklets or smaller: 50mm wide
- A5 flyers or smaller: absolute minimum 30mm wide

Directions

The usual directions for granters' logos apply

- Use in full colour only, unless you are printing in black and white only
- Do not reverse out
- Print on a quiet background only
- Print to a size commensurate with other logos in the vicinity, and no smaller than our minimum sizes (see above)
- Maintain a clear space around the logo
- Do not substitute or mess with the fonts used.

Thomas Deane Trust
Charity registered in England and Wales no 1179182
Recognised as a charity by HMRC
W: www.ThomasDeaneTrust.org

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V0.2 14 March 2019 to V1.0 09 April 2019: internal development

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