



# Community Programmes

Charity guidance handbook

Supported by players of



Awarded funds from





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# Congratulations on receiving your award from Postcode Community Trust.

Postcode Community Trust is a grant-giving charity, funded entirely by players of People's Postcode Lottery. Since launching in 2005 players of the lottery have raised millions of pounds for thousands of projects across Britain and internationally. By providing financial support for charities and good causes, Postcode Community Trust helps communities improve health and wellbeing, reduce isolation and undertake arts and physical recreation activities.

By receiving and accepting your grant, you agree to publicly acknowledge the Trust's support in your promotional work. This guide provides examples of how to acknowledge player support across all external channels including press, social media and websites, and how best to use logos on materials, equipment and at events.



# Marketing and Public Relations

We ask that supported charities and groups acknowledge their funding award in marketing and press materials. We are keen to help you gain as much awareness of your cause as possible, and the People's Postcode Lottery team are available to support you with this.



## How to talk about your grant

It is most important to acknowledge the support of Postcode Community Trust whilst also thanking players of the lottery for their support.

### *For example:*

*This project has been made possible by an award from Postcode Community Trust, a grant-giving charity funded entirely by players of People's Postcode Lottery.*

When referencing your award, please use the following terms:

- Grant
- Award
- Funding
- Support

Please **DO NOT** use the word donation.

# Marketing

## Publications and printed material

All projects that receive a grant should acknowledge the support when producing printed publicity material, including leaflets, maps, posters, brochures, guidebooks, stationery, annual reports, etc.

When using the logos on printed material, please make sure that you meet the following minimum sizes:

### Size of materials size of logos

|                        |                |
|------------------------|----------------|
| Up to and including A5 | 20mm in height |
| Up to and including A4 | 25mm in height |
| Up to and including A3 | 30mm in height |



If our logo features alongside logos from other organisations on printed materials or in publications please try to ensure all logos are approximately the same size and in line.

## Websites

If your organisation has a website the Postcode Community Trust and People's Postcode Lottery dual logo should appear very clearly on the home page. Please include a short description about who we are – for example:

***“Postcode Community Trust is a grant-giving charity funded entirely by players of People's Postcode Lottery.***

***Our project received <<insert amount>> from the Trust to <<insert short project description>>”***

Please provide links to the Postcode Community Trust and People Postcode Lottery sites on your own website.

## Public Relations and Social Media

Press activity across all media platforms, when possible, is an essential element of acknowledging your grant. You should acknowledge your grant in all press releases throughout the life of the project.

Extra support, in the form of template press releases, press release sign off, drafting of quotes, and selling a story, can all be provided by the communications team at People's Postcode Lottery. Please send all press releases to **trustcomms@postcodelottery.co.uk** for approval before sending out.

## Case studies

Case studies help to raise awareness about your work and about the importance of the funding – if you have these available, they are great to include to show how real people are benefitting from your project.

### A good case study should include:

- The name and, if appropriate, age of the featured person or people (if your project deals with sensitive issues, a pseudonym can be used)
- Why and how they got involved in your project
- How it has made a difference to their lives
- A personal quote where possible – a real person, telling their story in their own words is extremely powerful
- Where possible, include a photograph of the person or people featured in your case study



## Social Media

Social Media is an important tool for all organisations and allows you to have direct contact with your supporters. If you don't already use these platforms we suggest signing up and actively engaging across them. Upon receiving your grant please follow our social media pages across various platforms. This will help you to keep up to date with all our news.

### Twitter

Our twitter handle is **@postcodelottery**, please feel free to use it.



If posting an image, you can tag us in the image too. The great thing is that you'll still have all 140 twitter characters at your disposal.

### Facebook

Our Facebook page is **peoplespostcodelottery**.



You can always @mention or tag us in a FB post, image or comment. To mention us: type "@" and then "peoples" then select our name from the list that appears.

### Instagram

Our instagram account is **peoplespostcodelottery**, please tag us in any images you use.



### LinkedIn



Our LinkedIn company profile is **People's Postcode Lottery**.

You can always @mention us on LinkedIn, here's how; Type "@" and then begin typing "postcode", you'll see a list of potential people or companies you can mention. Click on our name from the list and continue typing your message.

### Hashtags

We use various hashtags on twitter and Instagram. The best way to check what hashtags we might be using is to ask or double check our feeds. The most relevant tags for you to use when mentioning us will most likely be;

- **#PostcodeLottery**
- **#FeaturedCharity**
- **#PostcodeMillions**
- **#PPLCharityGala**
- **#PPLGathering**

When posting/tweeting please reference players of People's Postcode Lottery e.g.players of @postcodelottery

## Content

We use our social media channels quite differently and each has a purpose.

• **Twitter** is where we share all our news and prize information. Charity content naturally sits here.

• **Facebook** is where our players come to have fun, enter charity competitions and find out about the prizes.

• **Instagram** is where we share the behind the scenes at People's Postcode Lottery and photos/videos from our Street Prizes and Millions. We always use engaging images and photos that contain our branding.

## Social Media Contact

If you are ever in doubt and you have a question, please contact:  
**social.media@postcodelottery.co.uk**



# Public Relations Toolkit

## Contacting your local paper

Contacting your local paper is simple as journalists are always looking for stories so should be pleased to hear from you. It is a good idea to phone your local paper and talk to a journalist about your project before sending them a press release. First, you need to establish which local papers cover your area. Phone numbers and email addresses are found on their website, but if you need any assistance, we are happy to help.

## What makes a good story?

Think about what makes your project special. What will you be doing and how is it going to make a difference to your community?

You could contact your local paper at the start of your project, at an opening or launch event, and again when it is finished.

People bring a story to life so where possible, ensure that people are the focus of your press release – who is involved in making your project happen and who will benefit because of it? Ideally, you should include a quote from someone in your organisation, or someone that your project is helping.

Keep your story clear and simple so that journalists can quickly pick up on the main points. The five points below can be used as a guide to help you.

**Who:** what is your organisation and who is it helping?

**Where:** where are you based and which areas do you work in?

**What:** what do you do to help people in your community and what is the funding going to be used for?

**When:** when are you planning on beginning your project and when do you expect to finish?

**How:** how is this project going to help people and what are the expected outcomes?

Please acknowledge Postcode Community Trust support in any press release regarding the supported project.

Please send any press releases mentioning **Postcode Community Trust to [trustcomms@postcode lottery.co.uk](mailto:trustcomms@postcode lottery.co.uk)** for approval, and don't forget we are here to support you if you need it – if you have a good story but don't know where to start with writing it up, just get in touch and we can help.



## Photography

You should always aim to include a high-quality image when you send out a press release. Images should be at least 1MB – cameras on most smart phones now produce pictures of this quality, which are good enough to be used in newspapers.

Whilst we appreciate it is not always possible to capture professional-quality images, please bear in mind the following factors:

- Make sure your photos are in focus, not too dark and frame the subject
- When indoors, always remember to turn on the lights – it may not seem dark to you, but the camera can't always pick up as much light as the human eye! If you must use a flash, please watch out for any unwanted reflections from reflective surfaces such as an individual's glasses
- Try to take a range of images – including group pictures, action shots and individual profiles
- Try to show the project in action – where relevant, utilising any physical resources which have been funded
- Try to remove any distracting clutter in background and foreground which is unrelated to the activity/project

**Always** remember to obtain the necessary written consents from individuals photographed or their carers, parents and/ or guardians.

# How to acknowledge support on site

Please ensure that all plaques and branding are visible and displayed in an area which the public can see them.

## Capital Projects

For projects involving the purchase of capital items such as equipment, machinery, vehicles, clothing and kit the items should, where possible, display the Trust's logo. An appropriately sized logo should be used (in accordance with the size of the item), and where possible, our name should be prominently placed.

## Activity Projects

For projects that do not have a permanent base, other types of acknowledgement are suggested. Please include our logo on all printed project materials, such as leaflets, invitations, posters and other publicity materials. Display clear temporary signs while activities are taking place and include our logo on any project outcomes such as websites and learning materials.

## Additional Options

Additional branding options include:

- Information boards incorporating our logo
- Banners and posters
- Inclusion of our logo on any presentations regarding the project
- Verbal acknowledgement

We encourage you to be as creative as possible when publicising your project.



# Monitoring the use of our logo

When assessing the progress of your project, we will look for appropriate visual recognition of our grant.

We will expect to see acknowledgement of our funding in a clear, visible place. Please note that you are not promoting any aspect of gambling by displaying the “Supported by players of People’s Postcode Lottery” logo but are simply promoting the origin of the funding which enables the Trust to support good causes across Britain. We will expect you to show how you have publicised your project and branded with our logo in your end of project evaluation form.

## Checklist

The following is a list of all the places we would expect to see our logo used to acknowledge our funding.

- Advertisements Books - including guidebooks
- Brochures
- Catalogues
- Directional signs
- Educational material
- Flyers
- Invitations
- Information boards
- Job adverts
- Newsletters
- Plans
- Plaques
- Posters
- Presentations
- Press releases
- Programmes
- Publicity leaflets
- Reports
- Souvenir guides
- Stationery
- Tickets
- Visual and sound media
- Websites
- ‘What’s on’ guides

## Design guidance

The following information will help you to use our logo.

When using the logo, it should not be changed or altered in any way. Please do not redraw, stretch or crop the logo, and do not add or remove any elements.

Logos are also available on the trust website at [www.postcodecommunitytrust.org.uk/funded-charities/grant-holders](http://www.postcodecommunitytrust.org.uk/funded-charities/grant-holders)

# Useful Information

People's Postcode Lottery website [www.postcodelottery.co.uk](http://www.postcodelottery.co.uk)

Postcode Community Trust website [www.postcodecommunitytrust.org.uk](http://www.postcodecommunitytrust.org.uk)

Postcode Community Trust email address [info@postcodecommunitytrust.org.uk](mailto:info@postcodecommunitytrust.org.uk)

Supported by players of



Awarded funds from



Postcode Community Trust, 28 Charlotte Square, Edinburgh EH2 4ET  
info@postcodecommunitytrust.org.uk  
www.postcodecommunitytrust.org.uk  
Registered charity number: SC044772

Postcode Community Trust is regulated by the Gambling Commission under certificate 000-037612-N-318384 and 000-037612-R-318383

**16+** **BeGambleAware.org** Maximum ticket prize is 10% of draw proceeds up to £400,000. Ordinarily, all draws for a month will be carried out on the first Wednesday of every month. People's Postcode Lottery manages multiple society lotteries promoted by different charities and good causes. For details visit: [www.postcodelottery.co.uk/good-causes/draw-calendar](http://www.postcodelottery.co.uk/good-causes/draw-calendar) Players must be 16 years or over. Only available to play with postcodes in England, Scotland and Wales. Not available in NI. Conditions apply. See: [www.postcodelottery.co.uk](http://www.postcodelottery.co.uk) £10 to be entered into all draws, paid monthly in advance, a minimum of 32% goes directly to charities. For a full list of prizes visit [www.postcodelottery.co.uk/prizes](http://www.postcodelottery.co.uk/prizes) Postcode Lottery Limited is incorporated in England and Wales and is licensed and regulated by the Gambling Commission under licences 000-000829-N-102511 and 000-000829-R-102513. Registered office: Postcode Lottery Ltd, Titchfield House, 69/85 Tabernacle Street, London, EC2A 4BD. Company reg. no. 04862732. VAT reg. no 848 3165 07.



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All wood/pulp is from sustainable and controlled sources. Certified environmental management system at the mill ISO 14001 since 1999, EMAS since 2006.