PUBLICIZING YOUR TRUST GRANT

By Sheila Aikanathan-Johnson,
Public Information Officer
Design today, for tomorrow.
Covid-19 Impacts

• We will resume all Trust publicity efforts as usual after the social distancing enforcement is lifted.
Have a plan
First step - Return the Public Information Plan with the signed contracts. The form is now available on the Trust website. **With the Public Information Plan, you should be submitting “Before” photos, if you are able to.**

**Purpose of the plan:**

- The information will be helpful to the Trust when participating in your informational activities
- Lead time for the Trust and grantee to plan for events
- It’s a great way to ensure media attendance and collaborate on publicity planning
- It also gives Trust Board members and staff some lead time to be present at grantee events to show our support.
The Importance of Publicity

- The **purpose of publicity** requirements is to ensure that the Nebraska Environmental Trust is credited as a supporter of your work.
- **Service to citizens** – who have a right to know how Trust funds are spent
- **Benefit to future grantees** – to know that Trust funds are available for various initiatives and can be applied for, if they meet the criteria
- For the Trust – it is a great way to **get our name out there** for continuity purposes as we are largely reliant on grantees to make the benefits of these grants real and tangible in the minds of Nebraskans.
Publicity Requirements in the Grants Contract

G. PUBLIC NOTICE OF GRANT AWARD

The Sponsor agrees to provide prominent display of the Trust logo and text acknowledging the use of the grant at any project site impacted by the grant, on major pieces of equipment purchased with grant funds, and in publications referencing the funded project. Language provided by the Trust shall be included in all media releases and other publicity pieces developed by the Sponsor about the funded project.

To the extent requested by the Trust, and its agents, to include the Nebraska Lottery, the Sponsor agrees to: 1) the use of the Sponsor's name, project name and description; 2) documentation of project development activities and successes for use in broadcasts, publications and advertisements; 3) placement of signs provided by the Trust and the Nebraska Lottery on the project location or otherwise displaying acknowledgment that said project is funded, or partially funded, by the Nebraska Lottery; and 4) coordination with the Trust and the Nebraska Lottery in various events, including announcement of the grant, presentation of signs and displays, and similar events.
Template Press Releases

- Template Press Releases will be provided after the approval of your grant by the Board.
- On your letterhead.
- Email electronic version if needed.
- All press releases MUST be released by July 31, 2020 to inform the public about the grant received and the intent of the project to all papers.
Examples For Press Release

• Acknowledgement in articles and media releases that funding has been provided by the Trust:

Example 1: “The (project name) is funded through a grant from the Nebraska Environmental Trust. The Trust is funded by proceeds from the Nebraska Lottery and has awarded more than $320 million to more than 2,100 conservation projects across the state of Nebraska since 1994.”

Example 2: “The (project name) is partially funded through a grant from the Nebraska Environmental Trust. The Trust is funded by proceeds from the Nebraska Lottery and has awarded more than $320 million to conservation projects in Nebraska since 1994.”

* Please note the sample media release provided is merely a template. Please review and update the facts and figures as necessary before sending it out to the media. (All figures must correspond with the grants contract.)
General Overview - Requirements

• Grantees are required to prominently display the Trust logo and text acknowledging the grant:
  o On project sites
  o On major pieces of equipment
  o In publications referring to the project
  o In materials produced with funds from the Trust

• Compliance may be negotiated on a case-by-case basis with the Executive Director.

• The level of compliance is directly related to:
  o The lifespan of the project
  o Amount of grant money provided
Promotional tools:

- **Create your brand, image or logo** – widespread brand recognition is your goal. Be mindful of the 7cs of Communication – Clear, Concise, Concrete, Correct, Coherent, Complete and Courteous.

- **Networking/Sharing** – Meeting professionals from other, related businesses is an effective form of promotion.

- **Advertise** – Signs, Print material, Commercials, Direct mail, Internet. Employ search engine optimization techniques.

- **Partnerships** – identify your partners to work with.

- **Use Social Media** – the use of Facebook, Twitter, YouTube, Google+, LinkedIn, Pinterest, etc. Social media are distinct from traditional media and they are relatively inexpensive and accessible to everyone. May also use vlog or a blog (blog.com, WordPress). E-mail Marketing – A useful promotional tool to publicize to the masses or a specific group in a fast and efficient way. However, only send such information to people that have requested it. (GoDaddy.com; Constant Contacts, Granicus.com).
Website

One of the main tools of marketing/publicity today is the website. Website promotions are a fast, cost-effective and great way to reach the masses or your targeted audience. As such, we ask grantees to include a link of the Trust website on their website, if they have not already done so.

https://environmentaltrust.nebraska.gov

Cross Promotional Efforts Available to Grantees on the Trust Website:

- Newsletter
- Grantee Stories
- Grantee Links
- Facebook, YouTube, Twitter
Annual grants are funded through the proceeds of the Nebraska Lottery, meaning that people who enjoy the fun and excitement of the Lottery also know they are helping keep the state’s land, air and water clean for future generations. The Nebraska Environmental Trust receives 44.5% of the profits of the Nebraska Lottery.
Deconstruction Program

Planning a remodeling project? Let us work with you and your contractor to help with deconstruction of your quality materials* that can be reutilized. Habitat ReStore staff will facilitate your deconstruction donation, with labor provided by either your contractor or others that we know and trust. Your donated items will then be sold through Omaha’s Habitat ReStore with the proceeds going to build more Habitat homes in our community.

*Quality materials can include: cabinets, appliances, fixtures, doors, windows, furniture, sinks, etc.

Learn more

Benefits to the Donor

- It’s free! Your donated materials may also be eligible for a tax deduction (contact your accountant with questions)
- It’s environmentally responsible. Choosing deconstruction for your project helps the environment by keeping quality items out of the landfill
- It helps people in need. Proceeds from your donated items help build decent, affordable homes in our community

How It Works

- Omaha’s Habitat ReStore works with you and your contractor (or we can use Restore’s deconstruction contractor) to remove salvagable materials from your property
- Materials are sold through Habitat ReStore to help build affordable homes in the Omaha area.

For more information or to find out if your project qualifies, please contact us at 402.884.6976.
Funds from the Trust Are From the Nebraska Lottery

- 44.5 percent of Lottery Proceeds come to the Nebraska Environmental Trust

- Grantees should make known in their materials that Trust funds come from the Lottery
The funds' respective totals to date are:

**Nebraska Education Improvement Fund**, $66,879,509; **Nebraska Environmental Trust Fund**, $323,570,831; **Nebraska State Fair Support and Improvement Fund**, $53,170,581; and **Compulsive Gamblers Assistance Fund**, $17,446,813.
64% need to hear information 3-5 times before they believe it.

Source: Edelman Trust Barometer 2013 Study
Be Visual
Examples of usage of the Trust logo/ signage
How it works typically:

Your message ➔ Your audience ➔ Their audience

- filter
- change
- interpret
- share
- comment
Where can you find the Trust Logo?

- Trust logo can be downloaded from our website at:
  https://environmentaltrust.nebraska.gov/grants/grant_publicity.html
- If you need something of higher resolution, you may contact me.
Grant Publicity

The following is a guide to publicizing your Nebraska Environmental Trust grant. As stipulated in the contract, grantees are required to prominently display the Trust logo and text acknowledging the grant at project sites, on major pieces of equipment and in publications referencing a project (e.g., magazines, newspapers etc...), or funded by the project (e.g., newsletters, brochures, web pages etc...). Compliance with this requirement varies from project to project and may be negotiated with the Executive Director of the Trust on a case-by-case basis.

Purpose

The purpose of publicity requirements is a service to the citizens of Nebraska, who have the right to know how these funds are applied. For the benefit of future grantees, awareness of and support for grant projects is important in our continuing ability to make grants—as important as the successful execution of the project itself. We are largely reliant on grantee's to make the benefits of these grants real and meaningful to Nebraskans. As a general guideline, recognition of a grant should be commensurate with the amount of the award and the life of the project. For example, a project of a temporary nature could fulfill the requirements by recognizing the Trust in media coverage and signage on the project site for the duration of work. Projects with lifetime benefits should utilize permanent solutions that recognize their Nebraska Environmental Trust grant in addition to media relations efforts.

More information about publicity requirements can be found in the Publicizing your Trust Grant document.

For those interested in an electronic copy of the Public Information Plan, you may download the Word or PDF document from the links below:

Public Information Plan (Word)

Public Information Plan (PDF)
Another Example of going visual

Go visual with
video
Materials the Trust can Provide

- Materials such as signages, decals, stickers, brochures, handouts, press releases
- Awareness advertising for new grants
- Staff support at grantee events

Please note that the Trust does not provide custom made signs. Custom made signs can be accounted for as part of the grant.
The Trust does have a Facebook page

If you have not “Liked” the page, I encourage grantees to do so

Share photos of events on our page.

This will be a good way to “tag” Trust funded events for promotional purposes & post on the Trust’s Facebook page for further recognition.

The 7 Top Social Media Sites You Need to Care About in 2020
1. Instagram. Long the home of influencers, brands, bloggers, small business owners, friends and everyone in between--Instagram has topped well over 1 billion monthly users for some time now. ...
2. YouTube. ...
3. Facebook. ...
4. Twitter. ...
5. TikTok. ...
6. Pinterest. ...
7. Snapchat.
Plan for a crisis
What to do?

• Keep the Trust informed
• Clarify the facts
• Set the record straight for you and the Trust.
• Respond in the form of a letter to the editor to clarify the facts.
• Send out a response press release to counter the facts or at least clarify them.
• Invite the journalist to have a tour of your project and state the facts.
Opportunities for Grantee Publicity with the Trust

- NET Brochure – you may request the brochures from us if you are having a promotional event and would like to distribute flyers.

- Resource Newsletter - goes out to more 3000 contacts including Senators and Contacts on the Trust Database.

- Annual Report – the Trust has a theme every year and will contact grantees for an opportunity to be featured in the Annual Report.

- Event Outreach – NET participates in more than 15 events throughout the year (Nebraska State Fair, Earth Day, World of Water Fest, Rivers and Wildlife Conference, Waterfest, etc)
Trust Promotional Material
Trust Videos

• NET Video – 2 versions – 26 minutes & 16 minutes. We can provide grantees with a DVD copy of the video if you are going to promote it at specific events.

• We also have some video’s released by our grantees and NE Lottery promoting the Trust.

• Grantees may opt for doing promotional videos of their projects at a moderate cost.

• Link to our videos are on the Trust webpage if need. Go to the YouTube icon.
How successful is your PR Plan?

Create feedback loops

7 ways to Measure Your PR Impact:

1. Press Clippings
2. Media Impressions (clippings x circulation)
3. Content Analysis – key messages?
4. Website traffic
5. Lead sourcing – how did you hear about us?
6. Market surveys
7. Social Media Mentions

• For essential PR metrics
• From stakeholders, partners, community
Questions or help?

Contact: Sheila at 402-471-1714
sheila.johnson@nebraska.gov