PUBLICIZING YOUR TRUST GRANT

By Sheila Aikanathan-Johnson, Public Information Officer
DESIGN TODAY, FOR TOMORROW.
Promoting your Grant?

First step - Return the Public Information Plan with the signed contract by April 30th. 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.
For Immediate Release

Nebraska Environmental Trust Announces 2018 Grants

Lincoln, NE – 04/06/2018 – At a meeting in Lincoln on April 5, 2018 the Board of the Nebraska Environmental Trust announced that 106 projects will receive $18,301,819 in lottery proceeds for natural resource work in Nebraska. Out of these, 66 are newly funded grants and 39 are carryover projects. This is the 25th year of grants from the Trust, which has provided over $289 million dollars in lottery revenue to preserve and protect the air, water and land of our state. Some of the projects receiving funding include:

- Nebraska Community Foundation – Loup River Prescribed Fire Training Exchange
- City of Lincoln – StarTran CNG Bus Fueling Station
- Nebraska Cattlemen – Wildlife Habitat Improvement Through Prescribed Grazing: A Private/Public Partnership
- Nebraska Trout Unlimited Chapter 710 – Dry Spotted Tail Creek and Wetland Project

A complete listing of all approved 2018 grants and summaries can be found on the Nebraska Environmental Trust web site at www.environmentaltrust.org.

The Nebraska Legislature created the Nebraska Environmental Trust in 1992. Using the revenue from the Nebraska Lottery, the Trust has provided grants to over 2,100 projects across the state. Anyone can apply—citizens, conservation organizations, communities, businesses and individuals that want to protect Nebraska’s natural habitat, improve water quality and quantity or find ways to manage our waste. The Nebraska Environmental Trust works to preserve, protect and restore our natural resources for future generations.

For more information, you may contact Ms. Sheila Johnson at 402-471-1714.

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Template Press Releases

• Template Press Releases have been provided for in your grantee pack
• On your letterhead
• Email electronic version if needed
• All press releases MUST be released by May 30, 2019 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 $305 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 $305 million to conservation projects in Nebraska since 1994.”

* Please note the sample media release in your Grants Folder is merely a template draft at this stage. 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:
  - On project sites
  - On major pieces of equipment
  - In publications referring to the project
  - 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:
  - The lifespan of the project
  - 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).
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 on their website to the Trust’s website, if they have not already done so.

environmentaltrust.org

Cross Promotional Efforts Available to Grantees on the Trust Website:

- Newsletter
- Grantee Stories
- Grantee Links
- Facebook, YouTube, Twitter
Projects

Many Nebraska Land Trust projects are funded by:

The Nebraska Environmental Trust

NRCS Natural Resources
Conservation Service
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 salvageable 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.

Funding provided by
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
Over $600 million back to Nebraska’s environment, educational system and state fair since 1993.
NEBRASKA LOTTERY BENEFICIARY BREAKDOWN

Since the Nebraska Lottery was founded in 1993, it has raised more than $682 million for its beneficiaries, which benefit all 93 Nebraska counties. In fact, about 25¢ of every dollar spent on Nebraska Lottery tickets goes back to the beneficiary organizations listed below:

Nebraska Environmental Trust (44.5%)

Nebraska State Fair (10%)

Compulsive Gamblers Assistance Fund (1%, plus the first $500,000 in fund proceeds each fiscal year)

Education (44.5%)

NEBRASKA ENVIRONMENTAL TRUST
$289,746,441 SINCE 1993

Wildlife Habitat $122 million
Water Quality $68 million
Lakes $28 million
Recycling $24 million
Environmental Education $16 million
Urban Greening $9 million
Carbon Management $8 million
Ideas on where to promote your project:

Please acknowledge funding from the Trust when you are doing these various methods of promotion:

- A phrase
- A logo
- A mention
- A tag
Examples

Dashboard

Desk drops
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/ signages
How it works typically:
Where can you find the Trust Logo?

- Trust logo can be downloaded from our website at:
  environmentaltrust.org

- 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 grantees 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)

You may direct questions to Sheila Johnson at 402-471-1714.
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.
Have a plan
Be part of a joined up story
• 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.
Visual Size Comparison
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 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
Social Media Revolution
Questions or help?

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