

Section 1: Promoting your project

It is important that you promote your project so that people know who you are, what your project is about and how your local community can benefit from it. Promoting your project may inspire others to apply for funding, and could even lead to further opportunities from other sources to fund more projects in your local area.

These guidelines will help you meet some of the terms and conditions of your Community Spaces grant. They will help you to deliver a project that local people are aware they can use, and are able to benefit from.

There are several ways to publicise your project. Here are some suggestions:

Word of mouth

Word of mouth is proven to be the most effective tool of marketing. Talking to neighbours, friends and relatives about your project is the easiest and most natural way that you can promote it. Simply by having conversations with other people, news of your project will soon spread.

Social networking websites

Joining a social networking website or using existing sites you are connected to, such as Twitter or Facebook, is a good way to share information and publicise your project.

Upload relevant photographs that will engage people and help them to visualise what your project is trying to achieve, what issues it is addressing, and who it affects. If your **photographs** feature members of the public, ensure that they have given their consent for them to be published first.

Set up your own blog to grab people's attention and capture interest about the project. Let people know what progress you are making. Regular updates will keep people engaged and they will be more likely to re-visit your blog. Free blogs can be set up at www.blogger.com or www.wordpress.org.

Please tag your electronic articles 'communityspacesfund' so that we can pick up your project stories more easily.

You can see how Community Spaces uses tagging by referring to the RSS feeds from Flickr and Delicious via the Community Spaces blogging site.

If you are new to any of these technologies please view the Community Spaces blog on [Social Media Help](#).

Contact partners

There are certain people or organisations who will be well placed to help you deliver a successful project and who may be able to influence local decisions. Working in partnership with other organisations and getting influential figures on board could help sustain and even develop your project. Other agencies may be able to promote your project through their newsletters or websites. Useful organisations or individuals to contact are:

- Businesses in your area
- Community activists
- Local voluntary service council
- Schools
- Voluntary agencies

It is worth contacting your local MP and councillors to let them know what you are hoping to achieve with your project. If you ask a local MP or councillor to visit your project, it may even get you some local press coverage.

You should also invite your local MP to your project launch event. To find out who your local MP is and how to get in touch with them, please visit: www.writetothem.com.

Printed materials

When creating your own printed materials to promote your project, consider who your readers are and who would be interested in knowing about the project i.e. who will use the project site and for what purpose. The content should be interesting, informative and something people can relate to. Your printed materials could take the form of a poster, newsletter, flyer, letter or leaflet.

Distribute your printed materials in your local community to keep people informed about your project and generate interest. This is a good way to raise awareness about your project and possibly even encourage them to get involved as a volunteer.

Style and design

Posters, flyers and leaflets are great visual aids for letting people know what the project is about and how they can get involved. Simple, 'clean' designs that convey a strong message will make a bigger impact than a cluttered design with too much information. Think short, simple and to the point.

Experiment with different types of font and the size of your text. Be creative with text, but make sure that it is easy to read and consider the space you have available to print on. Also, take into account the needs of people with visual impairments.

Colour copy

Select colours that are pleasing to the eye. Avoid using colours that clash together, such as, red and green; red and purple; pink and yellow; pink and blue, and yellow and blue.

Bright colours will stand out and get people's attention more quickly than dull colours or black and white print. However, before deciding on coloured copies, consider how many copies you will need and how much it will cost.

Black and white copy

If you want to keep printing costs to a minimum use black and white rather than colour copy. Sometimes black and white photographs can look unclear, so simple graphics may work better than a photograph.

Images

Match the image to the message. If you want to include images in the design make sure that they are relevant to your project and reflect the message that you want to convey. For example, if your project focuses on biodiversity, select an image that represents nature, like a pond, flowers, a butterfly, or a frog. Alternatively, if your project is focused more around community

activities, choose a picture of people in action e.g. litter picking, digging, or planting bulbs.

If the images are being used to convey a message – rather than as part of the design – then ensure you include a strap line that explains what or who the image is of. Images should be of a high quality with a high resolution.

Events

One of your main events will be to celebrate the completion of your Community Spaces project and officially declare your project site open to the public. You may also want to hold other events that will publicise your work, such as volunteer clean up days, bulb planting days or summer fetes.

*For useful hints and tips about holding an event please refer to **Section 4: Events**.*

Launch event checklist

To help you meet the terms and conditions of your grant, here's a checklist of who you should contact about your launch event, and when:

- Notify your Grants Officer 6 weeks before your launch date.
- Email the Community Spaces PR team to confirm that you have received your launch kit.
- If you would like to loan a Community Spaces banner, please contact the Community Spaces PR team at least 2 weeks in advance.

Grant acknowledgement

You must acknowledge that your project has been funded through the Community Spaces programme, and mention Groundwork UK and the Big Lottery Fund in all forms of communication. For example, during interviews with the media, making a speech, or casually talking to a friend or neighbour about your project. You must also acknowledge your grant in letters, newsletters, press releases, emails, and on promotional materials and signs.

If you are unsure about how to use the logos or have any other grant acknowledgement queries please email press@community-spaces.org.uk.