



MANX LOTTERY TRUST GRANT SCHEME

ACKNOWLEDGING OUR SUPPORT



www.mlt.org.im



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PR & communications is an important aspect of acknowledging our support, but more importantly it helps to spread awareness of your project within the local community.

Manx Lottery Trust works side-by-side with Isle of Man Advertising & Public Relations (IOMADS), a full-service communications agency, which provides our team, and the projects to which we award grants, with PR & communications support.

WHAT IS PR & COMMUNICATIONS?

When we talk about PR in this context, we are looking at communicating key messages using local media outlets and online platforms to increase awareness of projects and initiatives supported by Manx Lottery Trust. Here are some examples of methods we commonly utilise to achieve this:

- News releases: these are informative news articles which are sent to local media outlets (e.g. newspapers, radio stations, magazines, online news platforms)
- Editorial features, articles & case studies: these are more in-depth than a standard news release. Rather than issuing to all media outlets, IOMADS look to secure placement in a suitable publication.
- Social media posts: these tend to be shorter, but more frequent updates shared on social media platforms such as Facebook, Twitter and Instagram.
- Media interviews: these are recorded interviews between a representative from a business, charity or organisation with an individual from the media e.g. radio station. These could be live or pre-recorded.

MANX LOTTERY TRUST PR & COMMUNICATIONS

Although every project is different, we might typically look to create PR on the below milestones over the course of a project:

- Confirmation of grant
- Update on how the project or initiative is progressing
- Announcement/launch of completed projects e.g. installations or arrival of purchased kit
- Where appropriate, a 'one year on' article or follow-up to illustrate the difference a project or initiative has made in the local community

The above items will be predominantly managed by IOMADS and achieved through a combination of ways. Upon confirmation of your funding, unless instructed otherwise, the team at IOMADS will make contact to introduce themselves and begin drafting an announcement news release. The team will continue to liaise with you throughout the course of the project for information and updates, ensuring Manx Lottery Trust receives acknowledgement along the way.

Content relating to your project which is drafted by IOMADS will be sent to you for approval before being issued. It is important that you look out for these communications and reply.

OTHER PR & COMMUNICATIONS

We welcome you to drive your own PR & communications around your project or initiative, particularly if it is a large and important development for your organisation. We also appreciate that you may receive support from other organisations and have a responsibility to acknowledge other sponsors in your communications.

To ensure Manx Lottery Trust recognition is achieved, we'd ask you to liaise with the team at IOMADS to make sure acknowledgments are fair and accurate in any written communications. Please share any draft PR with them and work together to produce a piece that all parties are happy with.

We are always more than happy to provide a quote from our Chairman to include in any communications or arrange a photo opportunity.

SOCIAL MEDIA

Social media is a great tool for sharing community messages. We'd love to see how your project is progressing along the way so please do tag us in your posts. Our details are:

@MLTgrants

@ManxLotteryTrust

If you don't have any suitable images to accompany the post, let IOMADS know and they will be able to assist with an alternative.

PHOTOS

As a rule, news releases, articles and other communications generally receive better quality coverage in a more prominent position when accompanied by high quality photos. Ideally, the photos used in communications will be high resolution (1mb or higher), and showcase the best of your projects.

If you have a camera or smartphone and some basic photography skills, that's great! Please get creative and share your photos with IOMADS. If you're not sure what types of photos are suitable or how to send a high resolution photo, IOMADS will be able to advise.

If you're not very confident with a camera or smartphone camera, don't be shy in asking others in your group – you'll be surprised at the skills of others. Alternatively, IOMADS can organise to come and take a photo with members of your group and Manx Lottery Trust if appropriate.

HOW IOMADS CAN HELP

While IOMADS is focused on facilitating the needs of Manx Lottery Trust, the team are also there to help promote your projects, spread the word and help make them a success. Please do use them as a resource!

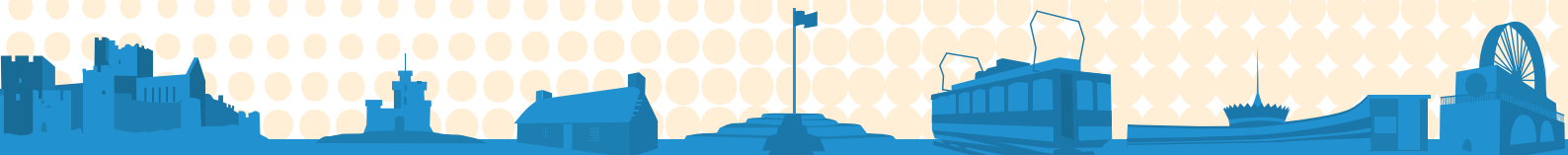
Here's some examples of what IOMADS can assist with:

- Drafting and issuing news releases and other communications about your supported project
- Sharing updates of your project on Manx Lottery Trust's social channels
- Reviewing and proof-reading any PR & communications drafted by you or other parties and ensuring this is approved by Manx Lottery Trust
- Providing quotes or information on behalf of Manx Lottery Trust for your own communications channels
- Organising interviews with the media about your project, ideally with Manx Lottery Trust representatives, if appropriate
- Liaising with local media with regards to updates on your project
- Creating and editing video footage / interviews for social media if appropriate
- Providing suggestions for acknowledging Manx Lottery Trust on social media
- Organising photos to accompany communications if required (e.g. representatives from Manx Lottery Trust and your organisation.)

Remember, IOMADS is there to help. To help them help you, it is useful if you keep both us and them informed along the way with new updates, events or upcoming milestones relating to your project. By doing so, additional PR opportunities might be spotted.

The great thing about PR & communications is that it is in no way prescriptive. Although what is listed above is a strong foundation for acknowledging our support, we encourage you to be creative in getting the message out there!

If you have concerns about publicising your project in the ways outlined above, please contact Manx Lottery Trust for advice.



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