

# Nebraska Environmental Trust Fund

## PUBLICIZING YOUR TRUST GRANT

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The following document 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 spent. For the benefit of future grantees, awareness of and support for grant projects is important in our continuing ability to make grants and it is 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.

### *The Public Information Plan*

To assist grantees with meeting these requirements, the Nebraska Environmental Trust is requiring a written plan of public information activities associated with their project. A complete public information plan should be returned with your signed grant contract. This information is helpful to the Trust staff when participating in your informational activities. With a completed plan, the Trust staff is aware of upcoming events and important dates associated with your project, and can attempt to attend your event, or provide Trust materials and media support.

### *Media Relations*

When you speak with members of the media or issue a media release, please inform them of the grant you received from the Nebraska Environmental Trust and its importance to your project. We often hear from grantees that projects would not be possible without our support. Below, we offer sample language to include when announcing your grant to the media, and/or in future releases describing your project:

“The (insert 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 \$178 million to more than 1,300 conservation projects across the state of Nebraska since 1994.”

-or-

“The (insert 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 \$178 million to conservation projects in Nebraska since 1994.”

If your project is scheduled for a site visit by our staff, feel free to contact your local media outlets for news coverage during the visit. Grantee-organized events provide another opportunity to announce your project in the media. Invite members of the local media to attend and view the work improving the landscape of their area. The Trust staff is usually available for presentations or speeches at these events.

### ***Identity Materials the Trust can provide***

The Trust can provide materials to place on equipment or at the project site to assist you in meeting the requirements. The Trust is willing to provide limited numbers of these materials, but larger numbers will be the responsibility of the grantee. These include:

- Adhesive decals with the Trust logo
- 12" x 18" metal signs
- Brass plaques

For printed materials, the Trust has several versions of our logo available. Contact Sheila Johnson at (402) 471-1714 if you need an electronic file to include in your publications.

The Trust encourages our partners to search for unique solutions to publicity requirements. For example, when the city of Auburn was awarded funds for household recycling collection bins, they had the Trust logo imprinted in the center of the bin. The Clean Community System in Grand Island likewise had the logo and credits displayed on recycling containers placed along Highway 81. Grantees with a web presence are encouraged to hyperlink to the brand new Nebraska Environmental Trust web site. The Trust will do the same for grantees who have requested the same. The address is:

- [www.environmentaltrust.org](http://www.environmentaltrust.org)

The following signs constructed by the Nebraska Nature and Visitor Center, the City of Lincoln, Pheasants Forever (Nemaha Valley Chapter) and the Nebraska Department of Environmental Quality demonstrate excellent efforts by grantees to increase public awareness of the projects made possible in part or whole by funds awarded by the Trust. The Trust staff would be happy to discuss your specific needs regarding publicity and signage. We can provide assistance with writing media releases, dealing with the media and designing custom signage for your project site. Working together, the Trust, you and your project are making a difference in the quality of life enjoyed by the citizens in your community.

### ***Trust Logo - Celebrating 20 Years of Preservation***

To mark the 20<sup>th</sup> Anniversary of the Trust, grantees are encouraged to use the new 20<sup>th</sup> Anniversary logo that was approved at the recent board meeting. You are encouraged to use this logo till the end of this year and may revert back to the existing logo once the celebrations are over. All logos are available electronically to grantees on the Trust website.

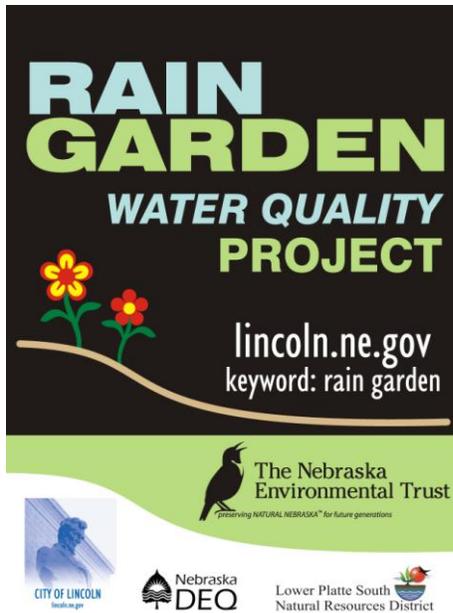
[http://environmentaltrust.org/grants/grant\\_publicity.html](http://environmentaltrust.org/grants/grant_publicity.html)

The new 20<sup>th</sup> Anniversary Logo:



Please feel free to call Sheila Johnson at (402) 471-1714 or e-mail at [sheila.johnson@nebraska.gov](mailto:sheila.johnson@nebraska.gov) if you have any questions or need assistance in fulfilling the publicity requirements.

# Grantee Signage Examples



## Signs/Decals



Large Equipment Decals (8" x 10")



Small Equipment Decals (3.5" x 2")



12" x 18" Metal Signs



Brass Plaques

# Trust Brochures and Promotional Items



Annual Report 2011



Trust Promotional Items



Trust Banner (2.5 ft x 5ft)



New Trust Brochure

- Links to Trust Website
- Resource - Trust Monthly Newsletter