



Masonic
Charitable Foundation

Promote your grant!

Top tips for promoting
your grant to the public



mcf.org.uk/promoteyourgrant

Welcome to your guide to promoting your grant from the MCF!

We're incredibly proud to welcome you into the Masonic Charitable Foundation family – you are now one of over 400 charities we will support this year.

Over the last few months, your grant has gone through a journey from application through to payment – the next, incredibly important part of the journey is promotion. Promoting your grant will benefit your charity and the wider community by:

- 1** – Raising awareness of your charity, helping to reach those who may be in need of the service or projects funded by the grant.
- 2** – Increasing awareness of the MCF, inspiring other charities to apply.

To help you promote your grant, this booklet includes some of our top tips for engaging your supporters and members of your community through tools already at your disposal, including social media and local press.

We have also created a page on our website (www.mcf.org.uk/promoteyourgrant) where you can download some useful resources including shareable images and template social media posts and press releases.

If you need any further guidance, we are here to help! Email your questions to communications@mcf.org.uk and one of us will get back to you as soon as possible.

Congratulations on your grant and enjoy promoting!

MCF Communications Team





Engage on Social Media

“Connecting with the MCF through social media is a really simple and effective way of tapping into our supporter base and raising awareness of your charity. It’s also a great way to tell other charities about the MCF and encouraging them to apply. Don’t forget to like us on Facebook, follow us on Twitter and tag us in all your posts so that we can show our supporters how your charity is helping people in need.”

Harriet Conner, MCF Digital Communications Executive

We’ve provided some suggested social media posts below.



Twitter

- A huge thank you to @Masonic_Charity for our <grant amount> #MCFgrant which will help to fund <brief description>
- Thanks to a <grant amount> #MCFgrant from @Masonic_Charity we will be able to <brief description>
- We’re very excited to join the MCF family thanks to our <grant amount> #MCFgrant from @Masonic_Charity
- Freemasons and the @Masonic_Charity have given us a grant of <grant amount> #MCFgrant

Don’t forget to include a link to our website www.mcf.org.uk/community



Facebook

- A huge thank you to the @themcf for their generous <grant amount> grant which will help us to fund <brief description>
- We have just been awarded <grant amount> by the @themcf! Thanks to this generous grant we will be able to <brief description>
- We’re very excited to join the MCF family! Thanks to our recent <grant amount> grant from @themcf we’ll be able to <brief description>
- Thanks to the generosity of Freemasons and the @Masonic_Charity for their grant of <grant amount>, we will be able to continue to provide <brief description>



Shake it up

People don’t want to see exactly the same post on Twitter, Facebook and Instagram – it’s repetitive and could undermine the impact of your posts. Instead, change and adapt each post to the platform whilst keeping the core message consistent.



Show don’t tell

Images are a quick and effective way of communicating your message. For serial-scrollers, images are a simple way of getting them to pause and take in what you have to say. We have provided some visual resources to help catch the eye of your followers:

Photo props – Use the props provided to take a fun photo for social media.



Branded images and GIFs – Share the social media images and GIFs that can be downloaded from www.mcf.org.uk/promoteyourgrant

If a photo is worth a thousand words, a video is worth a million! – Why not record a short clip explaining how your grant will benefit your charity and why other charities should get in touch with the MCF?



Make life easy

A call-to-action is vital if you want someone to engage with your post. Make things easy for your followers – add in clickable links to www.mcf.org.uk/community or your own web story so that they can go straight to the right page.



Build momentum

After you’ve announced the grant, continue to build momentum and interest by providing positive updates on how the grant has benefited the charity.



Sharing is caring

The aim of social media is to be social and this applies to your followers too! Encourage your audience to retweet your Tweets, share your Facebook posts, and talk about the positive impact the grant has had on your charity.



Other ways to reach your supporters



Email

Send an email or e-communication to all of your contacts announcing your grant and the impact it will have on your beneficiaries. If everyone in your organisation does the same, you could reach a huge number of people! Consider asking the people below to reach out to their contacts:

- Local staff
- Head office staff
- Volunteers
- Donors
- Trustees
- Friends and family
- The Local community

To make it easy, a suggested email is available to download at www.mcf.org.uk/promoteyourgrant



Newsletters

Include an article about your grant in your internal and external newsletters. The template press release we have provided in this pack and at www.mcf.org.uk/promoteyourgrant is a good place to start.



Intranet

Does your charity use an intranet? If so, upload an article or notice about your grant and add a link to www.mcf.org.uk/promoteyourgrant to ensure your team can download and use the resources available.



Events and meetings

Remember to speak about your grant when you attend events and meetings. This is especially relevant for when you attend third sector events, as it will raise awareness of our grant-making programme and encourage others to get in touch.

“As well as social media, there are a number of other ways you can make sure as many people as possible are aware of your MCF grant and understand the impact it will have!”

Freya Wallace, MCF Marketing Executive



©Cristian Barnett Freemasonry Today magazine



Getting in the local paper



Personalise your press release

This pack contains a template press release with standard copy that you are encouraged to use, together with elements that need to be personalised to your charity.

The press release presents the story in a clear and concise way and can be personalised to fit your needs.



Send your press release

Send your personalised press release by email to your contacts at local newspapers. If you don't have any personal media contacts, you can send the press release to the main newsdesk email address which can usually be found on the newspaper's website.

Send the press release in the main body of the email rather than as an attachment. You should also include your telephone and email contact details and offer to provide any further information.

Don't forget to attach your photographs!



Follow up

You can follow up your email by calling journalists at newspapers to find out if they would like any further information and remind them that you can help to set up an interview.

If you gain coverage, we would love to see a link or a press clipping!

✉ communications@mcf.org.uk

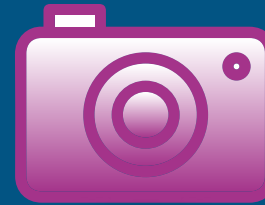


Photo Opportunities

It is best to accompany a press release with relevant photographs. You can use existing images or arrange a photo opportunity, preferably involving the local Masonic community.

Local Freemasons are likely to be in touch, but feel free to reach out to them too. The best photos are high resolution and portray your work in action. If possible, hire a photographer or use a good camera. You could also speak to the newspaper directly and see if they would like to send one of their photographers.

When choosing the right image, remember:

- It's more emotive to feature the people you help rather than your staff
- Natural action shots work better than static poses
- You will need permission from everybody in the photograph to use the image for publicity



“ I've put together a template press release which can be personalised to fit your needs and sent to local media. Download the press release at www.mcf.org.uk/promoteyourgrant ”

Guy Roberts, MCF Press Officer



Getting on radio and TV

Send your press release to local radio and television broadcasters.

Most broadcast journalists are likely to want to do a simple interview, either in the studio or on the phone. If possible, try to visit the studio as you're likely to get more air time.

If you're lucky, the journalist may be interested in producing a 'package' which is a 2-3 minute report where the journalist will visit the charity to meet staff, beneficiaries and their families. Remember, young or vulnerable people will need permission from a parent or guardian.

In either case, a charity spokesperson needs to be ready to speak. For those who have never been interviewed by a journalist before, the best advice is to decide in advance what message you want to deliver and make sure you do so! For example:

Remember

Radio stations often put stories on their websites so don't forget to send images to them too.

“ We're incredibly grateful to both Berkshire Freemasons and the Masonic Charitable Foundation for their grant of £5,000. ”

You can follow this up with information about why you need this money to continue with your valuable and important work, describing who will benefit from the grant.



Promote your grant Checklist

- Promote your grant across your social media platforms: (don't forget to use the props!)
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Upload a short video to YouTube explaining the impact of your grant
- Email your staff, supporters, volunteers... everyone you know!
- Write an article for your in-house magazine or newsletter
- Upload a story to your organisation's intranet and website
- Talk about your grant when speaking at meeting and events
- Arrange a photo opportunity with local Freemasons to capture images of your charity in action
- Send out a personalised press release to local newspapers, radio and television stations



For Freemasons, for families, for everyone
www.mcf.org.uk

