

**LLOYDS BANK
FOUNDATION**
Channel Islands



Grant Toolkit

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Lloyds Bank Foundation Grant Toolkit

Raising awareness of your grant

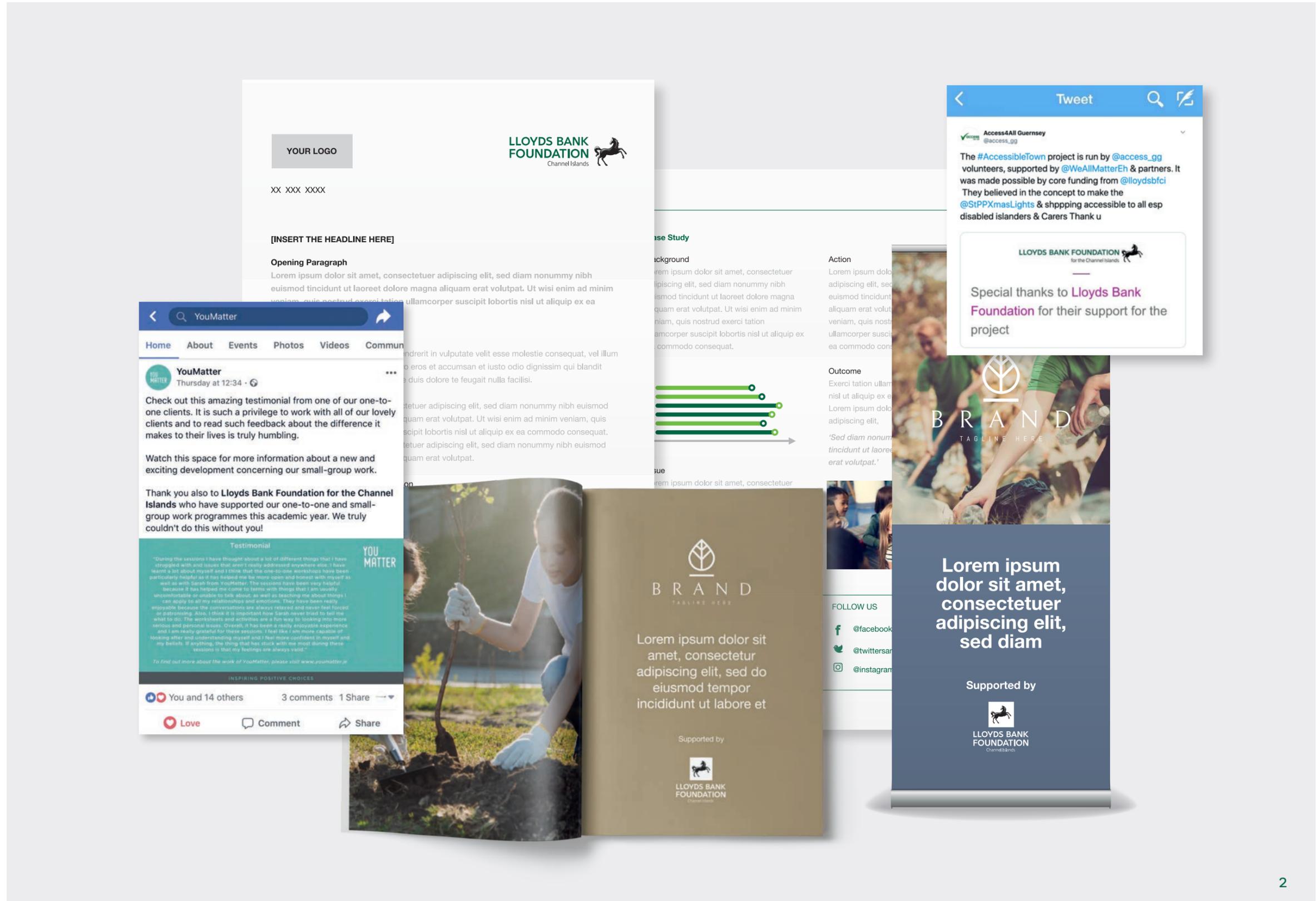
Lloyds Bank Foundation for the Channel Islands is extremely proud to support the vital work of Channel Island charities in tackling social issues, helping local people and strengthening our Island communities.

It's important for us to work together even after the funding has been received so we can increase awareness of the difference you make, the role you play in the community and how our grant has supported your efforts.

We've created this useful kit to help you understand the best ways to communicate about your grant success and how Lloyds Bank Foundation for the Channel Islands can be acknowledged.

Within the toolkit, we provide ideas for promoting your activity through:

- In the media
- Social media
- Case studies
- Collateral



Lloyds Bank Foundation Grant Toolkit

In The Press

Trying to achieve media coverage for your efforts is a great way to raise the profile of your charity. News pieces could include:

- News of your grant funding and what it going to be used for
- Linking to National diary dates (e.g. World Mental Health Day or Small Charity Week) to connect what you are doing to a wider conversation
- Milestones for your project – launch, breaking ground, outcomes of a programme you are running etc.
- Appointment of new personnel to drive forward your activity

Writing a press release and issuing it with a powerful image to accompany the release are the most common ways of achieving media coverage.

Before you begin writing your press release, it's important to think about the key messages you are wanting to communicate and why what you are saying is newsworthy. Think about what will interest the journalists. Your story needs to be relevant and you need to have a good news hook.

Another thing to think about is your spokesperson. Who will be willing to be quoted or do an interview? Your spokesperson can be your charity's Chair, Trustee or a high-profile supporter of the charity, related to the initiative you are promoting.

Ready to start writing? We have created a press release template to help you with the structure. It also shows how we would like Lloyds Bank Foundation to be acknowledged. [You can download it [here](#).]

Please send your release to **Jo Le Poidevin** - jlepoidevin@lloydsbankfoundation.org.uk for sign off of any comment and content related to Lloyds Bank Foundation for the Channel Islands. Once approved, we will also share the story across our social media channels and website to maximise awareness.



YOUR LOGO

LLOYDS BANK FOUNDATION
Channel Islands

XX XXX XXXX

[INSERT THE HEADLINE HERE]

Opening Paragraph
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Main Body
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Quote from the charity's spokesperson
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Closing Paragraph
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– END –

Bank Foundation for the Channel Islands
The Bank Foundation for the Channel Islands works in partnership with charitable organisations which support people, particularly those who are disadvantaged and disabled, to improve their lives in the community. This is primarily through its grant programme and matched funding, and through sharing time, expertise, and skills with one-to-one support for individuals and the wider sector through training and events. Since 1985 the Foundation has donated over £17m to support projects and charities across the Channel Islands. The Bank Foundation for the Channel Islands is one of Lloyds Banking Group's four independent, registered country Foundations. The others covering England and Wales, Northern Ireland, and Scotland. In 2018 Lloyds Banking Group donated £25.2m allowing them to make grants to charities helping people in communities all over the UK and Channel Islands who are facing complex social issues. The commitment to the Foundations and helping communities is part of the Group's Helping Britain Prosper Plan.

Press Release Template

Insert your logo here

YOUR LOGO

LLOYDS BANK
FOUNDATION
Channel Islands 

Date here

XX XXX XXXX

Headline

[INSERT THE HEADLINE HERE]

Opening Paragraph

Opening Paragraph

You should treat your first paragraph of the release as a summary of the activity you are promoting. It should contain all the relevant information – who, what, where, when, why and how? The journalist is busy and will likely make a decision about whether or not they are interested in your story from reading this.

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Main Body

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Main Body

Here you can go into more detail and information. If the release is about a service you offer, include details of how people have benefited from it or if it's about an upcoming event, you can include more information on what the event will involve and why you're hosting it.

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Quote from the charity's spokesperson

'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.'

Quote

Include a quote from the charity's spokesperson – keep it relevant and aligned with the story.

Closing Paragraph

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

To include a quote from us at Lloyds Bank Foundation for the Channel Islands, please, contact **Jo Le Poidevin**, jlepoidevin@lloydsbankfoundation.org.uk

Closing Paragraph

Make sure your call to action is clear.

- END -

1

End

This indicates to the journalist the end of the content you would like included in the piece they write and/or record.



Photograph

Attach an image along with the press release to help bring your story to life. Make sure you have the correct permissions for using the image.

Notes to Editor

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About Your Charity

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About Lloyds Bank Foundation for the Channel Islands

Lloyds Bank Foundation for the Channel Islands works in partnership with charitable organisations which support people, particularly those who are disadvantaged and disabled, to play a fuller role in the community. This is primarily through its grant programme and matched giving programme, and through sharing time, expertise, and skills with one-to-one support for charities and for the wider sector through training and events. Since 1985 the Foundation has distributed over £17m to support projects and charities across the Channel Islands. The Foundation for the Channel Islands is one of Lloyds Banking Group's four independently-registered country Foundations. The others covering England and Wales, Northern Ireland, and Scotland. In 2018 Lloyds Banking Group donated £25.2m allowing them to make grants to charities helping people in communities all over the UK and Channel Islands who are facing complex social issues. The commitment to the Foundations and helping communities is part of the Group's Helping Britain Prosper Plan.

Notes to the Editor

Sample:

For additional information or interview requests with *[your charity]* please contact *[representative from your charity, phone and email]*

About your charity

Add background information about the charity, similar to the About Lloyds Bank Foundation for the Channel Islands boilerplate included below.

About Lloyds Bank Foundation for the Channel Islands

This must be included in any release you issue that includes us.

Lloyds Bank Foundation for the Channel Islands works in partnership with charitable organisations which support people, particularly those who are disadvantaged and disabled, to play a fuller role in the community. This is primarily through its grant programme and matched giving programme, and through sharing time, expertise, and skills with one-to-one support for charities and for the wider sector through training and events. Since 1985 the Foundation has distributed over £17m to support projects and charities across the Channel Islands. The Foundation for the Channel Islands is one of Lloyds Banking Group's four independently-registered country Foundations. The others covering England and Wales, Northern Ireland, and Scotland. In 2018 Lloyds Banking Group donated £25.2m allowing them to make grants to charities helping people in communities all over the UK and Channel Islands who are facing complex social issues. The commitment to the Foundations and helping communities is part of the Group's Helping Britain Prosper Plan.

Lloyds Bank Foundation Grant Toolkit

Social Media

Social media is a cost-effective way to engage with a wide audience: to inspire potential supporters; reach those who can benefit from the charity; prompt donations or a specific action and to raise the profile of what you are doing.

Being active on social media can help raise awareness of your cause, promote upcoming events and drive traffic to your website.

Top Tips to Getting Started

Know how social media can support your overall strategic plan.

Be SMART about your goals. Make sure they are specific, measurable, achievable, realistic and timebound.

Know what you want to say. Your social content should reflect your key messages.

Pick the right channels for the right audience. Know how your target audience use social media.

Make sure your colleagues have a clear understanding of how they should be using social media for your organisation.

Charities Worth Following

For further inspiration, we recommend following these social media accounts and websites. They regularly promote their activity in engaging, powerful and motivating ways and may give you further ideas:

- Children in need: www.bbcchildreninneed.co.uk
- Mind: www.mind.org.uk
- Water Aid UK: www.wateraid.org/uk
- British Heart Foundation: www.bhf.org.uk
- NSPCC: www.nspcc.org.uk



67% of the UK population is on social media



The average UK based user now spends 1 hour 50 minutes every day scrolling through social media sites

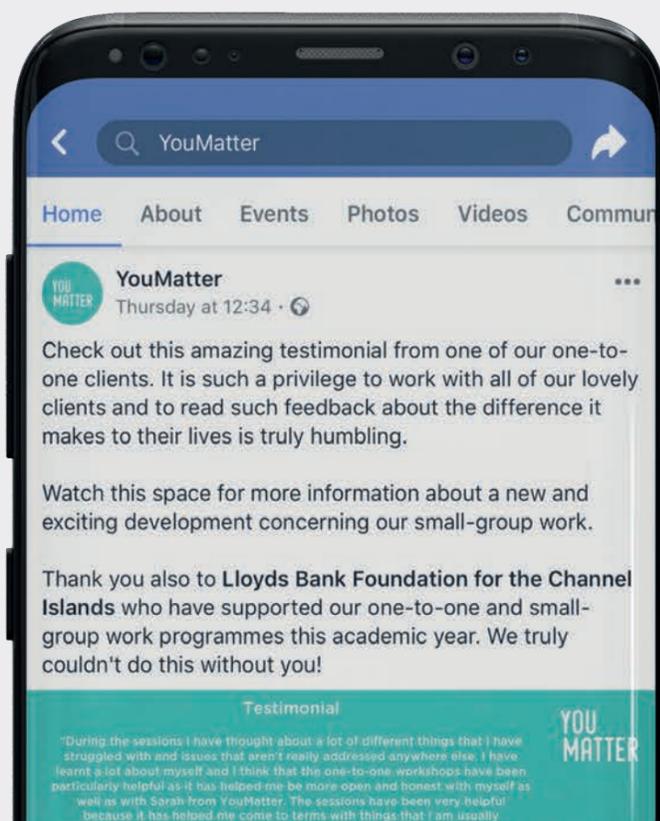


39 million of the UK population are mobile social media users

Facebook

You can use Facebook to engage with supporters and beneficiaries about a recent project or event. Facebook posts that include images receive a higher level of engagement so it is worth investing in a library of images that represent the work you do. Link the post to a longer news item or related information on your website so your audience can find out more and in turn help drive traffic to your website.

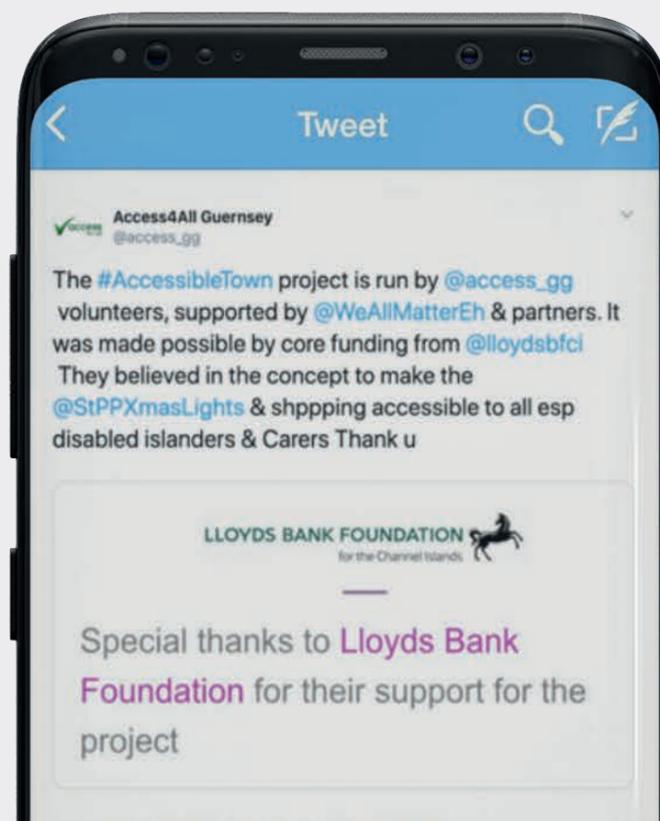
If you post about an initiative or project we've funded or supported, please tag [@lloydsbankfoundationci](#) and we'll help promote across our page too. You can find us on Facebook [here](#).



Twitter

Twitter is best for sharing short updates and joining in discussions relevant to your cause. Posts generally have a shorter life span as it's a fast-paced platform so it's important to take advantage of hashtags to drive traffic to your content. There are around 15 million active users in the UK using Twitter, 76% of which are using mobile devices so it's important to bear that in mind when crafting your post.

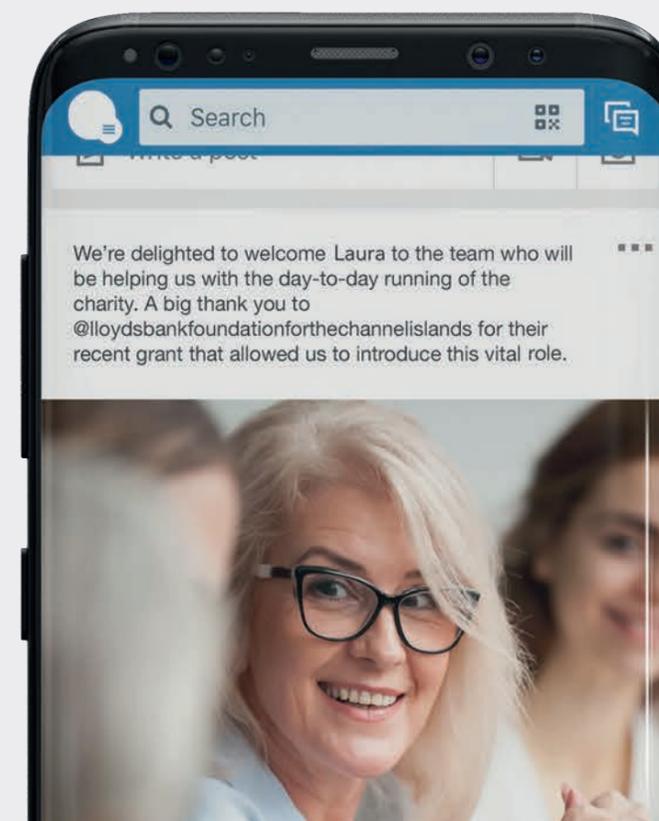
If you are talking about a project we have helped fund or support, tag us [@lloydsbfc](#) and we will retweet it to help spread the word. You can find us on Twitter [here](#).



LinkedIn

LinkedIn can help maximise your success on a corporate level - whether it's to showcase what the charity is doing as a company or to advertise new positions available. Posts should inspire, inform and educate to encourage engagement from your key audience and position yourselves as thought leaders within the space. Encourage employees, board members and volunteers to share your content and discuss their role at the charity to help you grow your community. LinkedIn also has industry specific groups where you can participate in discussions, stay on top of trends and seek advice from others.

If you share content about a project or initiative we have supported, please tag us [@lloydsbankfoundationforthechannelislands](#). You can find us on LinkedIn [here](#).



Lloyds Bank Foundation Grant Toolkit

Case Studies

Case studies are a great way to showcase the work the charity is doing for communities or as a way to share an inspirational story about the difference made to someone's life.

Case Studies help connect with your audience and encourage more people to get involved and support the charity as they can give real insight into the success of a project or issue you have worked on. They can be used on your website, social media, in fundraising material and also for supporting PR activity to maximise our likelihood of media coverage.

Before you start writing, it's important to consider who your audience is and make sure the style of writing fits accordingly.

What To Include

To ensure you draw out the most useful information for your readers, follow this simple case study structure:

Background

What does your charity do?

Issue

What was the issue or problem faced

Action

What action was taken to help overcome the issue

Outcome

Explain what was achieved and the difference made

Call to action

This could be to follow you on social media, volunteer, donate or to sign up to your newsletter.

Top Tips

- Use powerful images where possible
- Include direct quotes and testimonials
- Avoid jargon
- Include statistics



Case Study

Background

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Issue

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Action

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Outcome

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'Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.'



CONTACT US

- ☎ xxxx xxxx
- ✉ xxxxx@sample.com
- 🌐 www.sampleweb.com

FOLLOW US

- 📘 @facebooksample
- 🐦 @twittersample
- 📷 @instagrampsample

Lloyds Bank Foundation Grant Toolkit

Collateral

Using the Lloyds Bank Foundation logo

We are incredibly proud of the grants we make and the work you do. As a recipient of our grant, we ask that Lloyds Bank Foundation logo is used where appropriate. The logo can only be used on material relating directly to what we are funding.

Where to use the logo:

- Website
- Annual Review
- Leaflets
- Pop up banners

Please note any use of the Lloyds Bank Foundation for the Channel Islands logo must be signed off by Jo Le Poidevin. You can download our logo set [here](#).

Download the full guidelines [here](#).

Clear space

Horizontal logo



Centred (stacked) logo



Minimum sizes

Horizontal logo



Centred (stacked) logo



Lloyds Bank Foundation Grant Toolkit

Useful Links

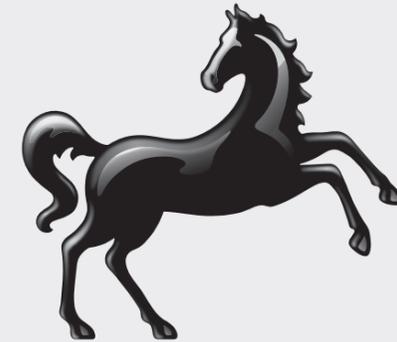
- [Lloyds Bank Academy](#)
Free, easy-to-follow courses to improve your skills
- [Charity Comms](#)
Website focusing on all things charity communications
- [NCVO KnowHow](#)
Provides advice and support for those in the voluntary sector.
- [Google Digital Garage](#)
Free online digital skills training resources
- [Hootsuite](#)
Allows you to schedule posts across multiple platforms



Please do let us know if you are planning any communications activities that relate to the work we have supported. We are always happy to promote the work you do across our own channels.

LLOYDS BANK FOUNDATION

Channel Islands



Questions?

Please contact:

Lloyds Bank Foundation for the Channel Islands

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www.lloydsbankfoundationci.org.uk
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Marketing and Brand

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