



War Memorials Trust has provided some **guidance on promoting** your war memorial project. You **do not** have to do this but if you do want to let people know about the works being done these documents are designed to help you.

To request an electronic version of this document and the Press Release template or to discuss promoting your project **please contact your Conservation Officer** whose details can be found on the Managing your Grant Offer document.

When to announce your grant

You may announce that you have received your Grant Offer now.

Press Release

We have provided you with a Press Release template to guide your publicity. Please use this when doing any publicity about your grant-funded project.

A quote from War Memorials Trust is provided for inclusion and should be used in recognition of your funding.

You may not want to use a Press Release if, for example, you speak to your local media by telephone. But the quote provided on the Press Release may still be useful for them.

How to use the Press Release template

- On the Press Release template, simply delete or replace the sections in red with the relevant text relating to your project.
- **Leave** in the quotes from the funders. **You must not edit any of the quotes we have supplied.**
- **Send** War Memorials Trust a copy of any Press Release you issue and include details of which media organisations you have sent it to. This should be emailed to grants@warmemorials.org.
- If the media covers the project, please let War Memorials Trust know – send us a copy of anything published or email us a link to any stories. You should also add links to stories on to the War Memorials Online record for your war memorial, www.warmemorialsonline.org.uk.

Images/Photographs

It is extremely important that you obtain good quality (high-resolution) photographs of the memorial before, during and after the works have been undertaken.

If possible, try and take your before/during/after shots from the same vantage points. Photos of people at work on the memorial, such as contractors cleaning or re-lettering, are also very useful.

Journalists will often want photographs to accompany any Press Release. When sending your Press Release electronically, try not to attach a lot of photographs; many email servers will reject emails that are too large. Instead, you may want to include smaller (low-res) versions of your images (as a guide try and ensure your email and attachments do not exceed 5MB.) Be sure to make it clear that higher resolution images are available on request.

These photographs should also form part of your application material, especially your Completion Report. War Memorials Trust needs high quality photographs for its records so your project can be featured on the Grants Showcase, www.warmemorials.org/search-grants. Grant scheme funders also value a good photographic record of projects which have been supported.

Lastly, do not forget to credit your photos – listing who took it (i.e. whose copyright it is) and what year it was taken.

Who to send your Press Release to

Think about local papers, local TV or radio stations, your local MP and councillors. All might be interested in hearing about the project and might provide some publicity.

It may also be worth promoting your project through social media channels, such as Twitter, Instagram or Facebook.

Keep the media posted

Journalists may be interested in producing a follow-up piece on a project after a significant milestone in the project is reached or once the works have been completed. Be sure to get contact details from interested people and follow up when you have more information.

Social Media

You may prefer, or also, promote your project on Social Media. You can still use some of the messages within the Press Release template if issuing details on, for example Facebook.

If using Twitter then please include @WarMemorials for War Memorials Trust and we will look to retweet.

War Memorials Trust publicity

Once a Grant Offer has been made War Memorials Trust, or funding partners, may make public details of the Grant Offer at any point.

Once the Completion Report has been authorised and payment made details of the project will be added to War Memorials Trust's Grants Showcase, www.warmemorials.org/search-grants and may be included in the Bulletin. In addition, War Memorials Trust will update War Memorials Online and any other appropriate records/resources.



Start of Press Release template

Frodsham war memorial receives a funding boost from Grants for War Memorials scheme and War Memorials Trust Grants Scheme

Date: [Enter the date you issue the news release]

Status: Immediate release

Frodsham war memorial will benefit from a grant of £30,000 from War Memorials Trust Grants Scheme and the Grants for War Memorials scheme supported by the First World War Memorials Programme and Historic England.

The money will enable... [explain what works you will be doing – you can refer to the Method Statement in your Grant Contract to help you]

Those involved in the project are... [include a short description of your organisation and the project.]

Frances Moreton, Director, War Memorials Trust said, "War memorials are a tangible connection to our shared past creating a link between the fallen and today. It is vital we ensure all our war memorials are in the best possible condition for their age and the charity is delighted to support this project. The centenary of World War I is a wonderful opportunity for local communities across the country to protect and conserve their war memorials. If anyone knows of any other war memorials in need of help please contact us."

Contact

[Don't forget to include the contact details of the person from your project that recipients of this press release should contact for more information.]

War Memorials Trust: 020 7233 7356 / 0300 123 0764 / 07586 920 153 / grants@warmemorials.org.

Images/Photographs

The image(s) sent with this news release should be credited to [...]

Notes to editors

[The 'Notes to Editors' section should include background information on your organisation. You may also wish to include further details of the war memorial. This template includes relevant information on the grant scheme and the heritage organisations involved- these **must** be included in the release.]

1. **[Insert info on your organisation/s here]**
2. War Memorials Trust is an independent registered charity. Established in 1997 due to concerns about neglect and vandalism it works to protect and conserve war memorials. It provides advice, information and administers grants schemes that assist the repair and conservation of war memorials across the UK. As a charity the Trust relies on voluntary contributions to undertake its work. Supporters include annual and life members, donors, charitable trusts and corporate contributors. www.warmemorials.org
3. War Memorials Trust administers a number of grant programmes supporting war memorials across the UK. Further information on the funding available can be found at www.warmemorials.org/grants. Examples of projects previously supported, which can be searched by county and country, can be found at www.warmemorials.org/search-grants.

End of Press Release template

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