

Grantee Communications Toolkit

Congratulations on receiving a grant from Arizona Humanities! This is a significant achievement and we encourage you to share your success with the public.

Arizona Humanities offers you a Grantee Communications Toolkit for grantees who would like to publicize their grant. As you will find in your Grant Agreement (Section IV, Public Relations), there are specific acknowledgement requirements you must adhere to after accepting your grant. This information is also available on our website:

Goals of the Toolkit: We have provided these materials below to assist in creating announcements and materials to help with publicity.

Logos

Arizona Humanities (AH) and the National Endowment for the Humanities (NEH) require public acknowledgment of the projects it supports, as outlined in the terms and conditions of your award. Federal regulations stipulate that credit be given to AH and NEH funded projects in all written notices, news releases, or other publicity. ***Grantees must specify that the project is funded, supported, or made possible by a grant from Arizona Humanities and National Endowment for the Humanities.*** The name of Arizona Humanities and the National Endowment for the Humanities and their logos must appear in a conspicuous location and be large enough to be easily legible. All logos are included in the toolkit packet.

Connect with Arizona Humanities

AH frequently posts about new grant opportunities and grantee achievements on our social media platforms.

Facebook

- <https://www.facebook.com/AZhumanities>

Instagram

- [@AZhumanities](#)

Social Media

The National Endowment for the Humanities offers resources to learn about creating and managing social media platforms. [Click here to learn about social media resources.](#) (You will be taken to the NEH website.) We also recommend researching other nonprofit social media resources such as Nonprofit Tech for Good, Nonprofit Hub, Social Media Examiner and others.

Social Media Badges

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Arizona Humanities offers a social media badge if you plan to post on social media when you announce to the public you have received a grant from Arizona Humanities. These jpeg badges are available in the toolkit.

Sample Social Media Posts

These sample posts can be used to publicize that you received an Arizona Humanities grant.

Facebook:

- We are excited to announce that [your organization's name] received a grant from Arizona Humanities! We can't wait to [explain what your grant will be used for]. [attach the social media badge]
- Great news! [Your organization's name] just found out that we received a grant from Arizona Humanities to [explain what your grant will be used for]. [please tag Arizona Humanities and National Endowment for the Humanities (NEH) by using @] [attach the social media badge]

Instagram:

- [Your organization's name] just received a Grant from Arizona Humanities @AZhumanities! #AZhumanities [attach the social media badge]
- So excited to announce that [your organization's name] was awarded a Grant from Arizona Humanities! @NEHgov @AZhumanities! #AZhumanities [attach the social media badge]

Arizona Humanities Talking Points

If you are creating newsletter articles, press interviews, e-blasts, social media posts, or press releases, here are some talking points on Arizona Humanities. This also includes a brief overview of the organization in case you find yourself needing to explain background and history of Arizona Humanities.

- The mission of Arizona Humanities is to build a just and civil society by creating opportunities to explore our shared human experiences through discussion, learning and reflection. Since 1973, Arizona Humanities has supported public programs that promote understanding of the human experience with cultural, educational, and nonprofit organizations across Arizona.
- Arizona Humanities is a 501(c)3 non-profit organization and the Arizona affiliate of the National Endowment for the Humanities.
- Arizona Humanities awards grants to cultural, educational, and nonprofit institutions, such as museums, libraries, tribal entities, and universities.

Arizona Humanities Boilerplate

A boilerplate is usually found at the end of a press release, and briefly describes the company or organization related above. The same boilerplate is usually used on every press release the company releases. It is important to remember boilerplates should be up to date, clearly written and short in length.

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Here is the Arizona Humanities Boilerplate in case you need to use it:

ABOUT ARIZONA HUMANITIES

<http://azhumanities.org>

Mission: Arizona Humanities builds a just and civil society by creating opportunities to explore our shared human experiences through discussion, learning and reflection.

Arizona Humanities is a statewide 501(c)3 nonprofit organization and the Arizona affiliate of the National Endowment for the Humanities. Since 1973, Arizona Humanities has supported public programs that promote understand of the human experience with cultural, educational, and nonprofit organizations across Arizona.

Media Outreach

The National Endowment for the Humanities offers great resources for organizations on media outreach and press pitch. By clicking the links below, you will be taken to the NEH website.

[Click here for Media Outreach](#)

Audience Outreach

Tips on how to do outreach to stakeholders

Arizona Humanities is a stakeholder and you can always reach out to us with questions about promoting your grant and your public programs. We encourage grant recipient features on our website, eNewsletters, and social media, especially public programs that audiences can attend. We want to celebrate the work our grantees are doing and highlight that impact in our communities.

It is important to Arizona Humanities to be in communication with our grantees throughout and after the grant period. The more you can share your grant with different audiences, the more that people understand the role and the importance of the humanities.

- When you reach a milestone or complete a significant phase of the project, contact the Grants Manager to discuss having your project featured on the Arizona Humanities website or social media.
- When you have scheduled public programs for your project (exhibition openings, lectures, symposiums, film screenings, etc.), contact our Grants staff or Marketing/Communications Coordinator to have your program added to the Arizona Humanities Events Calendar, website, eNewsletter, social media, etc.
- When you post important updates on social media make sure you tag Arizona Humanities (@AZhumanities) so we can help further your reach by re-tweeting or sharing your post.

Every grantee will have different groups and organizations that are stakeholders in their grant.

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You can also think about reaching out to:

- local schools
- museums
- city council
- libraries
- after school programs
- the tourism board
- convention center
- chamber of commerce
- professional society newsletters
- community calendar listings

Press Release Template

Arizona Humanities offers a customizable press release template for grantees when announcing their grant award and/or public programs related to your grant.

Congressional and Legislative Support

Arizona Humanities asks that you notify both your congressional representatives (federal) and legislators (state) about your project. Arizona Humanities currently receives annual funding from the federal government and private donations. Without that support, we would not be able to fund the projects we do throughout the state. You and your project provide some of the best evidence of the importance of humanities programming.

[Please click here to access the toolkit information, templates, and logos.](#)