

Clean Water Management Trust Fund – Outreach Guidelines for Partners and Grant Recipients

It's vitally important that we get the message out about your and our successes so that we can continue providing grant assistance to further the important work of protecting the state's drinking water and natural and cultural resources. In addition to placing signs recognizing Clean Water Management Trust Fund (CWMTF), pursuant to the grant contract requirements, we strongly encourage you to use the press, social media and your website to increase awareness of successful projects.

Recognizing CWMTF funding in news releases/media

The CWMTF encourages grant recipients and partners to issue local press releases from your organization announcing news such as:

- grants received from CWMTF
- projects completed using CWMTF funding
- land purchases completed using CWMTF grant funding

While CWMTF issues our own press releases through the Dept. of Natural and Cultural Resources when grants are awarded, you, as our partner, can often receive more recognition and attention for specific projects by issuing your own news releases to local media.

You know your local press and reporters best, and information from local sources is often better received than one of many press releases originating from a state agency.

When writing press releases or conducting media interviews about CWMTF-funded projects, we ask that you include recognition of your CWMTF grant award in your information.

Here is some suggested language you can use for our program:

Funding for this project was provided by a \$X grant from the N.C. Clean Water Management Trust Fund (CWMTF). The Clean Water Management Trust Fund was established in 1996 awards grants to protect land for natural, historical and cultural benefit, limit encroachment on military installations, restore degraded streams, and develop and improve stormwater treatment technology.

Press Release Tips

If press releases aren't something you do a lot, our communications office has put together some tips:

- Share the most important information first – what are you announcing and why is it important?
- Grab the reader's attention with a good headline.
- Use active voice. (*"The Trust Fund announced grants today"* vs. *"The grants were announced by the Trust Fund"*)
- Use plain language; avoid jargon and acronyms.
- Include quotes – perhaps a local government figure or someone in your organization. Never quote more than two people in a release.

- Keep it short and to the point. Reporters lose interest after about one page. You can include website links for more information.
- Have at least two people proofread your release before it goes out. Correct grammar and spelling are very important!
- Don't forget to include your contact information.
- Don't "drop and run." Send your release out early in the day, not at 5 p.m.

Recognizing CWMTF funding on websites

The Clean Water Management Trust Fund encourages grant recipients and partner to recognize CWMTF as a funder of projects through posts on your websites. CWMTF requests that you include both a link to CWMTF's website cwmtf.nc.gov and include CWMTF's logo on your website. The logo may be found on CWMTF's website or you may contact CWMTF program managers.