CTHumanities

Public Relations Guidelines for **CTH SHARP Capacity Grants**

To reinforce the value of your grant and help us make a strong case for continued funding, it is important that you follow the steps below:

Announcing Your Award

Draft and Distribute a Press Release
Describe the significance this funding has to your organization and community, and credit CT Humanities and the National Endowment for the Humanities for their support using this funding acknowledgement:

Support for this project is provided to [grantee] from CT Humanities (CTH), through the Sustaining the Humanities through the American Rescue Plan (SHARP) with funds from the National Endowment for the Humanities (NEH) and the federal American Rescue Plan (ARP) Act.

Organization description appears below:

About Connecticut Humanities
CT Humanities (CTH) is an independent, nonprofit affiliate of the National Endowment for the Humanities. CTH connects people to the humanities through grants, partnerships, and collaborative programs. CTH projects, administration, and program development are supported by state and federal matching funds, community foundations, and gifts from private sources. Learn more by visiting cthumanities.org.

You can find a press release template here.

We have also included a list of media outlets in the PR Toolkit. We hope this helps you find the right publications to contact. You might also consider a letter to the editor of your local paper. *Please remember that your final report to CT Humanities asks for copies of information that appears in print, so keep a copy once it is published.*

Notify Lawmakers:
Notify your members of Congress of your CT Humanities' funding. Let them know how your CTH grant helps you enrich your community. You can find a directory here and sample letters here.

Announce Your Award on Social Media, if applicable:
Please use hashtags #SHARP and #CTHFunded and tag CTH and NEH on any social media posts relating to the grant award (FB/TW/IG: @cthumanities and FB/TW: @nehgov).

Project Specific Promotions

Credit Line and Logos for SHARP Funded Programming:
Use a CTH logo and/or the credit line on your printed/digital materials, signage, and other forms of promotion.

Credit Line: *Funding has been provided by CT Humanities and the National Endowment for the Humanities (NEH) as part of the American Rescue Plan Act.*

CTH SHARP logo files can be found here. When the CTH SHARP logo/credit appears with other funders, the size and the position should be in proportion to the amount of CTH funding. Whenever possible, include the following disclaimer statement: *Any views, findings, conclusions, or recommendations expressed in this announcement do not necessarily represent those of CT Humanities or the National Endowment for the Humanities.*

Acknowledge Connecticut Humanities' support at public events related to the funded project:
If you would like to have a CTH representative on hand, please contact Lian Partridge, Grants and Programs Assistant (lpartridge@cthumanities.org or 860.937.6653), prior to your event.

If your project is about history, we may be able to help it thrive in cyberspace!
Contact Gregg Mangan, Manager of Digital Humanities, at gmangan@cthumanities.org or 860.937.6516 to discuss the possibility of publishing your project on Connecticuthistory.org.

Post on the CTH Event Calendar
Submit your project events for inclusion in Connecticut Humanities' online cultural calendar as soon as possible.

Keep Us Updated

Submit Updates to MemoryFox
It's easy - use your cell phone or computer to record (or upload) a video or photo about your project or from your event for us to use in print or on our digital platforms such as our website and social media.

Multiple voices are welcome! Share the link or QR code with board members, program participants, other staff, and volunteers, and they too can share about the impact of this project on them, your organization, and your community.

Use the link or QR code below for instructions:

http://cthumanities.memfox.io/baszxn

Questions or comments? Please contact Aimee Cotton Bogush: abogush@cthumanities.org