

Public Relations Guidelines

For more information on the resources discussed in this guide, please view the PR Toolkit available on the [Resources page](#).

Congratulations on your grant award!

Please follow the steps in this guide to promote your award and to ensure that CT Humanities funding is appropriately credited and publicized.

Next Steps



Communications Form

CTH will publicize your award through a press release and e-newsletter. Complete the Communications Form in the CTH Grants Portal to help us publicize your project.



Thank Your Legislators

Funding for your project is made possible by the State of Connecticut, which provides significant support to Connecticut Humanities. We encourage you to notify your state and federal legislators of CTH's funding, to share your public humanities work, and demonstrate the value of the humanities to your community. For sample letters of appreciation and recommendations for reaching out to your legislators, view the PR Toolkit.





Acknowledge Funding

Acknowledge Connecticut Humanities' support at public events related to the funded project, on your printed materials, signage and other promotion using a CTH logo and/or the credit line, "This project is supported by funding through CT Humanities." Find our logos and more information on how to use them on the [Logos page](#).

When CTH credit appears with other funders, the size and position of the credit should be in proportion to the amount of CTH funding.



Press Release

Draft and distribute a press release that describes the project and its significance to your organization and community, and credits Connecticut Humanities for its support. For your convenience, an organization description is provided here:

Connecticut Humanities (CTH) is an independent, non-profit 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.

A press release template and media outlet list is available in our PR Toolkit. If you would like us to review your release before you send it to the media, please email advancement@cthumanities.org



Events Calendars

Submit your events to Connecticut Humanities' online cultural calendar at <http://cthumanities.org/calendar/submitevent>. The sooner you submit the event the sooner we can add it to our website and promote it on social media.

You can also submit your events to local event calendars for added visibility and reach.



Social Media & Marketing

Post on Social Media and Tag @CTHumanities

CTH currently has social media accounts on Facebook, Instagram, Twitter/X, Threads, and LinkedIn. Tag us at @cthumanities and also consider tagging other partners, your state representatives, and/or federal legislators.

Share Photos and Videos

When your project/events are underway, get high resolution photos and videos to use on your own digital and print communications.

You can also email us here at CT Humanities with dynamic images and videos that show people visiting or interacting at your event. Be sure to provide us with details for a caption and let us know if we need to credit a specific individual or organization.

Invite stakeholders to your events

Consider inviting your state and federal legislators to your events, and when your project is done, contact them again to let them know how your CTH grant helped you enrich your community with a humanities-based project. You'll see templates for grant award letters in the PR Toolkit.

You can also share your flyers or event invitations in advance by emailing grants@cthumanities.org and we will do our best to attend.

Questions?

Please email advancement@cthumanities.org

