

Greetings and congratulations on your selection as a HumanitiesDC 2024 Grant Recipient! Please review the following information regarding your grantee communications and marketing processes. This document will cover information on our brand guidelines, social media practices, and event submissions for public promotion.

## **1. Official Announcement and Social Media Blast: Thursday, April 18<sup>th</sup>, 2024, 1PM**

Firstly, we would like to celebrate all our 2024 grant recipients with a social media blast on **Thursday April 18<sup>th</sup>, 1PM**. We would greatly appreciate it if your group/organization joined in on the blast, by using the attached social media square as well as the following language and hashtags. We also would ask that you do not disclose your acceptance until we have officially informed all applicants of their status and have announced the awards on the 18th. After that date, please feel free to publicly announce your acceptance.

### ***Example Language for Posts (Facebook, Instagram, LinkedIn, TikTok, Twitter)***

We are excited to announce that we have received a 2024 HumanitiesDC [insert grant received]. [Explicate proposed plan for the utilization of the grant funds and intended impact on the community.] We are excited for the impact this project/event will have on our city and hope that you will be able to join us.

#HumanitiesDC2024grantrecipient #humanitiesDC #humanities

*Example: We are excited to announce that we have received a 2024 HumanitiesDC Visions Grant. With this grant, we hope to create a festival that invites DC residents to celebrate the creation and nationally recognized designation of Go-Go music as the official sound of our city. We are excited for the impact this event will have in educating and inspiring the people of DC and hope that you will be able to join us.*

*#HumanitiesDC2024grantrecipient #humanitiesDC #humanities*

## **2. Announcing Grantees Upcoming Events**

HumanitiesDC is dedicated to helping others learn about our grantees' work. We predominantly do this through the Events page on our website, our social media (@humanitiesdc) and our bi-monthly newsletter. Throughout the year we are excited to use these platforms to share your upcoming events and programs or to highlight your group and its work.

### **Getting Highlighted on the HumanitiesDC Events Page**

On our website's events page, you'll find a form to submit information about any events and activities related to your grant project. Please try to submit all information at least 3 weeks in advance of the event date. This will help us to better coordinate our efforts and ensure that we're able to market your events with ample time. Every few months, we will send out a reminder asking for submissions, but the form can be used any time.

### **Being Included in the E-Newsletter Humanist Highlight Opportunity**

You may be selected as a Humanist highlight to be featured in our newsletter, which is distributed biweekly to our members and supporters, with over 10,000 recipients. We believe that highlighting individuals who

embody humanist values is an important way to inspire others and to demonstrate the positive impact that the humanities can have on individuals and communities. By sharing your story and accomplishments, we hope to celebrate your contributions to creating a better world and to inspire others to follow your lead.

Additionally, we would like to feature individuals near the time they have events coming up that align with their humanities projects and events. This allows us to promote events that are meaningful and impactful, and to help connect our members and supporters with opportunities to engage in meaningful work that supports our shared values. We look forward to featuring you in our newsletter and celebrating your contributions to our community.

### 3. Branding Guidelines

We have put together some guidelines around the use of our logo and how best to acknowledge HumanitiesDC. You can find downloadable logos and the full guidelines on the "[For Grantees](#)" page on our website, when producing any materials related to your grant project.

#### **What to include on all promotional materials:**

This [program/event/gathering] was funded by/in part by HumanitiesDC. HumanitiesDC logo (full color preferred, white/black accepted)

*If More Information is Applicable, please reference our general HumanitiesDC information below:*

At HumanitiesDC, we connect curious people with bold questions to the powerful stories of our vibrant city. Through their grantmaking they support Washingtonians and local organizations interested in helping build a vibrant city where all can engage in intellectual exchange, reflect on our connected stories and celebrate our various cultures. With their public programs they partner with local experts, scholars and creatives to design and host unique initiatives, workshops, discussions, performances, storytelling gatherings and more that explore the culture of our nation's capital. To learn more about the grant opportunities, programs and how you can become involved visit [humanitiesdc.org](http://humanitiesdc.org)

HumanitiesDC grantmaking and public programs are made possible in part through funding from the National Endowment of the Humanities and the DC Commission on the Arts and Humanities.

Full guidelines, logos, and icons are available for download on "[For Grantees](#)" page on website.

Congratulations, we look forward to working with you this year!

