

COMMUNICATING ABOUT YOUR PROJECT OR ACTIVITY

It is thanks to your efforts that the King Baudouin Foundation (KBF) is able to carry out its mission of 'Working together for a better society'. You are the actors who bring about change on the ground and you are our best ambassadors.

We include a mention of your work or project on our website (www.kbs-frb.be). Visitors who are interested can find this under the heading 'Apply for support' or by using the search function. It is also mentioned in our activity report.

We encourage you to tell those close to you about what you are doing so as to improve the visibility of your project. You can of course let people know what a difference the support you receive from the KBF makes to your project, to inspire possible future grantees!

We are happy to give below a few ideas and practical tips to help you communicate about your project. Please don't hesitate to contact us if you have any further questions.

Good luck!

Thierry Van Noppen,
communication officer, press relations
vannoppen.t@kbs-frb.be

 King Baudouin
Foundation
Working together for a better society

COMMUNICATING ABOUT YOUR PROJECT

What are you aiming to achieve? Why are you communicating?

- Do you want to provide information about what you do or what you have achieved? To encourage people to do something? To recruit new volunteers? To raise money? etc.

Who do you want to reach?

- Do you want to target people in your neighbourhood or village? The 'general public'? A specific professional group? Local politicians? etc.

What do you want to say?

- Find a **simple, accessible way of expressing** your message. Avoid jargon. Try to tell it in the form of a true **story** to raise people's interest.

When are you going to communicate?

- Remember that it is sometimes more interesting to visit/view/ describe a **project while it is fully operational rather** than after it has finished (e.g. restoration of heritage items: the result is interesting, but so is the process), and remember that your 'news' (a recent decision, prize or award etc.) could above all provide the reason to visit a project, see the **participants in action**, or talk to someone in greater depth etc.
- Don't leave it **too late!** There are always exceptions, but it is often more useful for the media and other target groups to be aware beforehand that an event is going to take place, rather than being told about it after it afterwards.

How are you going to communicate?

- Start with your **own communication channels!** Keep your fans up to date on a regular basis. You could do this by telling a story about the progress of your project, the work being done by volunteers, a campaign that has raised money etc., if you don't have any major news at the moment. Make sure your up-to-date message is on your **website** and promote it on **Facebook, Twitter, LinkedIn, Instagram** with a link to your website. Promote your project on your social media channels and think of a nice visual with a clear text. Don't forget to tag other partners or colleagues as well, so your post can be spread more widely. A few relevant hashtags (2-5) are also recommended.

We will be grateful if you also mention the **KBF's accounts** on social media: @Koning.Boudewijnstichting on Facebook, @KBS-FRB on Twitter, King Baudouin Foundation on LinkedIn and kbs_frb on Instagram. You can mention that your project is 'supported by the King Baudouin Foundation' or 'supported by the Fund <name of the relevant Fund>, managed by the King Baudouin Foundation'.



- If you mainly want to reach your own neighbourhood, residents in your village or local politicians, a **flyer** or **information session** could be a good idea. Try talking to other associations or people helped by them.



- Talk to **(local) media** if you want to inform the general public or create a basis of support. Many town and city administrations have a list of contact details of local media and/or people to contact.



- Here are a few ideas if you are producing a **press release**: A press release is not an advertisement, so keep it mostly informative. Start with the most essential information. Shorter is best: avoid too many details or too much background information, pointless quotes, duplicated information ('saying the same thing twice') and jargon. Write as clearly as possible. Add good quotes that actually say something: not 'This is a very valuable project' but 'We are supporting this project for these or those specific reasons'. Once again: we will be pleased if you mention that your project is receiving support from the King Baudouin Foundation or from a fund managed by the KBF! Refer to your website and/or social media, provide **contact details** and make sure those individuals are accessible at short notice.



- **Press conferences** are relatively time-consuming for journalists. It is worth holding one if you have a relatively **large amount of information** to communicate or if you want to **demonstrate** something, particularly if you are addressing the regional press. In many cases, however, you can also get your message across through a good press release, or it could be better to make an appointment with a single journalist for an individual interview or guided tour. Invite the journalist in plenty of time and give him/her plenty of information in order to decide whether or not to come to the press conference, such as what questions will be answered there? Do not make your press release available until after the press conference (mark it 'Embargo until xyz'), and then put it on social media.



- If possible, provide relevant **high-resolution photographic material** or graphs/tables which you can make available quickly to anyone who is willing to help you to spread the message. Do not forget to mention any copyright associated with these.